# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 23, 1986

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 35.2 | 30,760 |
| 2 | FAMILY TIES | 33.3 | 29,100 |
| 3 | CHEERS | 28.4 | 24,820 |
| 4 | MURDER, SHE WROTE | 27.0 | 23,600 |
| 5 | GOLDEN GIRLS | 26.1 | 22,810 |
| 6 | 60 MINUTES | 25.3 | 22,110 |
| 7 | MOONLIGHTING | 25.2 | 22,020 |
| 8 | NIGHT COURT | 24.7 | 21,590 |
| 9 | FAMILY TIES SPECIAL(S) | 24.5 | 21,410 |
| 10 | GROWING PAINS | 23.5 | 20,540 |
| 10 | WHO'S THE BOSS? | 23.5 | 20,540 |
| 12 | DALLAS | 22.6 | 19,750 |
| 13 | NBC MONDAY NIGHT MOVIES | 21.7 | 18,970 |
| 14 | AMEN | 20.0 | 17,480 |
| 14 | KNOTS LANDING# | 20.0 | 17,480 |
| 16 | 227 | 19.8 | 17,310 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 26.7 | 60,580 |
| 2 | FAMILY TIES | 23.9 | 54,300 |
| 3 | FAMILY TIES SPECIAL(S) | 19.1 | 43,270 |
| 4 | CHEERS | 18.7 | 42,400 |
| 5 | GOLDEN GIRLS | 18.6 | 42,140 |
| 6 | WHO'S THE BOSS? | 18.2 | 41,370 |
| 7 | GROWING PAINS | 18.0 | 40,790 |
| 8 | MOONLIGHTING | 17.3 | 39,210 |
| 9 | MURDER, SHE WROTE | 16.6 | 37,680 |
| 10 | NIGHT COURT | 16.5 | 37,370 |
| 11 | 60 MINUTES | 16.0 | 36,240 |
| 12 | ALF | 14.4 | 32,720 |
| 13 | 227 | 14.3 | 32,370 |
| 14 | AMEN | 14.0 | 31,830 |
| 15 | DALLAS | 13.8 | 31,300 |
| 16 | NBC MONDAY NIGHT MOVIES | 13.6 | 30,980 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 32.1 | 29,180 |
| 2 | FAMILY TIES | 30.3 | 27,510 |
| 3 | CHEERS | 24.0 | 21,820 |
| 4 | MURDER, SHE WROTE | 23.6 | 21,470 |
| 5 | GOLDEN GIRLS | 23.5 | 21,330 |
| 6 | MOONLIGHTING | 22.1 | 20,050 |
| 7 | NIGHT COURT | 21.6 | 19,620 |
| 8 | FAMILY TIES SPECIAL(S) | 21.2 | 19,270 |
| 9 | DALLAS | 20.1 | 18,280 |
| 10 | GROWING PAINS | 19.5 | 17,700 |
| 11 | WHO'S THE BOSS? | 19.3 | 17,530 |
| 12 | NBC MONDAY NIGHT MOVIES | 19.3 | 17,510 |
| 13 | 60 MINUTES | 19.0 | 17,240 |
| 14 | KNOTS LANDING# | 17.9 | 16,230 |
| 15 | 227 | 17.8 | 16,150 |
| 16 | FRESNO PART 1(S) | 17.7 | 16,040 |
| 17 | AMEN | 17.6 | 16,010 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 19.7 | 16,190 |
| 2 | 60 MINUTES | 18.8 | 15,410 |
| 3 | FAMILY TIES | 17.6 | 14,440 |
| 4 | CHEERS | 17.5 | 14,320 |
| 5 | MURDER, SHE WROTE | 16.4 | 13,470 |
| 6 | NIGHT COURT | 16.0 | 13,150 |
| 7 | NFL MONDAY NIGHT FOOTBALL | 15.9 | 13,070 |
| 8 | MOONLIGHTING | 15.9 | 13,020 |
| 9 | CBS NFL FOOTBALL GAME 1 | 14.7 | 12,040 |
| 10 | NFL FOOTBALL GAME 2-NBC# | 14.2 | 11,680 |
| 11 | CBS NFL FOOTBALL GAME 2# | 14.1 | 11,600 |
| 12 | WHO'S THE BOSS? | 13.9 | 11,420 |
| 13 | GROWING PAINS | 13.4 | 10,990 |
| 14 | FRESNO PART 1(S) | 12.8 | 10,520 |
| 15 | GOLDEN GIRLS | 12.8 | 10,500 |
| 16 | FAMILY TIES SPECIAL(S) | 12.6 | 10,360 |
| 17 | MACGYVER | 12.3 | 10,070 |



(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 23, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 32.8 | 18,840 |
| 2 | FAMILY TIES | 32.2 | 18,500 |
| 3 | MOONLIGHTING | 25.8 | 14,790 |
| 4 | CHEERS | 25.1 | 14,420 |
| 5 | NIGHT COURT | 23.3 | 13,350 |
| 6 | GROWING PAINS | 23.1 | 13,240 |
| 7 | FAMILY TIES SPECIAL(S) | 22.9 | 13,130 |
| 8 | WHO'S THE BOSS? | 21.3 | 12,220 |
| 9 | NBC MONDAY NIGHT MOVIES | 20.1 | 11,530 |
| 10 | GOLDEN GIRLS | 19.5 | 11,200 |
| 11 | KNOTS LANDING# | 16.7 | 9,570 |
| 12 | MURDER, SHE WROTE | 16.3 | 9,360 |
| 13 | DALLAS | 15.9 | 9,100 |
| 14 | FRESNO PART 1(S) | 15.8 | 9,060 |
| 15 | ALF | 15.7 | 9,010 |
| 16 | NBC SUNDAY NIGHT MOVIE | 15.6 | 8,930 |
| 17 | 227 | 15.3 | 8,790 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | MURDER, SHE WROTE | 37.3 | 10,410 |
| 2 | GOLDEN GIRLS | 32.5 | 9,060 |
| 3 | 60 MINUTES | 30.4 | 8,480 |
| 4 | BILL COSBY SHOW | 29.4 | 8,210 |
| 5 | DALLAS | 28.8 | 8,030 |
| 6 | FALCON CREST | 26.5 | 7,400 |
| 7 | AMEN | 25.1 | 6,990 |
| 8 | FAMILY TIES | 24.5 | 6,820 |
| 9 | 227 | 23.5 | 6,550 |
| 10 | MATLOCK | 22.6 | 6,310 |
| 11 | KATE & ALLIE# | 22.1 | 6,160 |
| 12 | FRESNO PART 1(S) | 21.8 | 6,080 |
| 13 | HIGHWAY TO HEAVEN | 21.5 | 5,990 |
| 14 | CHEERS | 21.4 | 5,960 |
| 15 | SCARECROW & MRS. KING | 21.2 | 5,900 |
| 16 | FACTS OF LIFE | 21.0 | 5,850 |

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 20.3 | 11,310 |
| 2 | FAMILY TIES | 18.9 | 10,570 |
| 3 | MOONLIGHTING | 18.8 | 10,490 |
| 4 | CHEERS | 18.7 | 10,450 |
| 5 | NIGHT COURT | 17.6 | 9,840 |
| 6 | GROWING PAINS | 14.9 | 8,290 |
| 7 | NFL MONDAY NIGHT FOOTBALL | 14.4 | 8,060 |
| 8 | WHO'S THE BOSS? | 14.4 | 8,040 |
| 9 | PERFECT STRANGERS# | 14.2 | 7,920 |
| 10 | 60 MINUTES | 13.7 | 7,650 |
| 11 | FAMILY TIES SPECIAL(S) | 12.7 | 7,100 |
| 12 | CBS NFL FOOTBALL GAME 1 | 12.6 | 7,040 |
| 13 | NBC SUNDAY NIGHT MOVIE | 12.4 | 6,900 |
| 14 | CBS NFL FOOTBALL GAME 2# | 12.1 | 6,760 |
| 15 | ABC SUNDAY NIGHT MOVIE | 12.0 | 6,720 |
| 16 | FRESNO PART 1(S) | 12.0 | 6,670 |
| 17 | NFL FOOTBALL GAME 2-NBC# | 11.7 | 6,520 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 31.2 | 6,560 |
| 2 | MURDER, SHE WROTE | 29.2 | 6,140 |
| 3 | GOLDEN GIRLS | 20.6 | 4,330 |
| 4 | BILL COSBY SHOW | 20.2 | 4,250 |
| 5 | NFL FOOTBALL GAME 2-NBC# | 20.1 | 4,230 |
| 6 | MATLOCK | 19.7 | 4,130 |
| 7 | DALLAS | 19.6 | 4,110 |
| 8 | CBS NFL FOOTBALL GAME 2# | 19.3 | 4,060 |
| 9 | NFL MONDAY NIGHT FOOTBALL | 19.1 | 4,020 |
| 10 | CBS NFL FOOTBALL GAME 1 | 18.5 | 3,890 |
| 11 | AMEN | 17.6 | 3,690 |
| 12 | NBC NIGHTLY NEWS-SAT. | 17.4 | 3,650 |
| 13 | FRESNO PART 5(S) | 16.3 | 3,420 |
| 14 | FRESNO PART 1(S) | 16.2 | 3,410 |
| 15 | NBC NIGHTLY NEWS | 16.1 | 3,390 |
| 16 | FAMILY TIES | 15.6 | 3,270 |
| 17 | CHEERS | 15.5 | 3,250 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | T/C THIS SEASON PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A TEAM | | | | 6 | 201 | | A | 11.9 | 19 | 1040 | 2068 | 714 | 206^ | 766 | 321 | 424 | 388 | 273 | 282 | 659 | 208^ | 419 | 410 | 356 | 171^ | 149^ | 60v | 494 | 324 |
| 1 FRI. | 8.00P | 60 | NBC | A | 98 | | B | 13.4 | 23 | 1171 | 1871 | 640 | 281 | 701 | 217 | 404 | 391 | 346 | 243 | 666 | 219 | 423 | 387 | 333 | 198 | 130 | 42 | 374 | 261 |
| 8.00 - 8.30 | | | | | | | A | 11.1 | 18 | 970 | 2080 | 721 | 212^ | 776 | 330 | 430 | 384 | 263^ | 292 | 633 | 185^ | 387 | 389 | 350 | 177^ | 154^ | 59v | 517 | 330 |
| 8.30 - 9.00 | | | | | | | A | 12.6 | 20 | 1101 | 2062 | 709 | 198^ | 757 | 312 | 419 | 394 | 282 | 272 | 684 | 235^ | 449 | 429 | 358 | 165^ | 143^ | 62v | 478 | 321 |
| A TEAM SPECIAL(S) | | | | | | 198 | A | 11.2 | 17 | 979 | 1827 | 869 | 337 | 919 | 202^ | 449 | 508 | 525 | 335 | 707 | 143^ | 459 | 418 | 425 | 208^ | 130^ | 94^ | 71v | 23v |
| 2 TUE. | 9.00P | 60 | NBC | A | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | A | 11.4 | 17 | 996 | 1792 | 843 | 334 | 889 | 197^ | 462 | 486 | 504 | 328 | 708 | 144^ | 473 | 426 | 435 | 199^ | 131^ | 92^ | 64v | 23v |
| 9.30 - 10.00 | | | | | | | A | 11.0 | 17 | 961 | 1855 | 895 | 340 | 948 | 206^ | 436 | 527 | 547 | 341 | 702 | 140^ | 440 | 407 | 411 | 217^ | 128^ | 95^ | 77^ | 24v |
| ABC BUSINESS BRIEF-WED | | | | 4 | 181 | 181 | A | 12.6 | 19 | 1101 | 1853 | 711 | 365 | 776 | 304 | 546 | 493 | 372 | 180 | 582 | 250 | 435 | 341 | 250 | 137 | 203 | 112^ | 292 | 209 |
| 1 WED. | 8.58P | 1 | ABC | N | 86 | 86 | B | 13.7 | 21 | 1197 | 1881 | 767 | 324 | 820 | 350 | 583 | 532 | 371 | 182 | 543 | 244 | 415 | 332 | 228 | 117 | 240 | 132 | 278 | 206 |
| 2 WED. | 9.09P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC BUSINESS BRIEF-FRI | | | | 4 | 180 | 182 | A | 12.0 | 19 | 1049 | 1929 | 779 | 364 | 899 | 305 | 557 | 466 | 393 | 313 | 459 | 143 | 236 | 234 | 193 | 171 | 168 | 97^ | 403 | 223 |
| 1 FRI. | 8.40P | 1 | ABC | N | 85 | 85 | B | 12.2 | 20 | 1066 | 1916 | 738 | 317 | 849 | 284 | 498 | 452 | 362 | 301 | 425 | 127 | 224 | 221 | 185 | 164 | 163 | 104 | 479 | 300 |
| 2 FRI. | 8.43P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-MON | | | | 6 | 154 | 155 | A | 12.0 | 18 | 1049 | 1872 | 607 | 284 | 743 | 181 | 396 | 408 | 408 | 279 | 749 | 208 | 460 | 459 | 404 | 223 | 160 | 59^ | 220 | 166 |
| MON. | 8.58P | 1 | ABC | N | 83 | 84 | B | 12.1 | 19 | 1058 | 1742 | 621 | 269 | 701 | 192 | 368 | 376 | 333 | 274 | 732 | 181 | 411 | 416 | 391 | 267 | 125 | 49 | 184 | 134 |
| ABC NEWSBRIEF-TUE | | | | 6 | 181 | 182 | A | 17.7 | 27 | 1547 | 1763 | 778 | 370 | 865 | 398 | 648 | 589 | 379 | 174 | 588 | 310 | 488 | 400 | 234 | 84^ | 199 | 119 | 111 | 86^ |
| TUE. | 9.58P | 1 | ABC | N | 89 | 89 | B | 14.8 | 23 | 1294 | 1670 | 741 | 328 | 814 | 353 | 580 | 518 | 367 | 194 | 615 | 283 | 430 | 365 | 235 | 154 | 143 | 72 | 98 | 73 |
| ABC NEWSBRIEF-WED | | | | 6 | 181 | 182 | A | 12.9 | 20 | 1127 | 1570 | 840 | 418 | 895 | 322 | 543 | 489 | 419 | 318 | 462 | 175 | 305 | 289 | 196 | 132 | 91^ | 51^ | 122^ | 89^ |
| 1 WED. | 9.58P | 1 | ABC | N | 89 | 89 | B | 13.5 | 22 | 1180 | 1562 | 766 | 363 | 840 | 289 | 480 | 464 | 383 | 296 | 537 | 181 | 303 | 294 | 241 | 190 | 79 | 38 | 106 | 82 |
| 2 WED. | 10.09P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-THU | | | | 5 | 181 | | A | 9.0 | 13 | 787 | 1402 | 723 | 356 | 859 | 317^ | 460 | 415 | 387 | 322^ | 455 | 92^ | 207^ | 254^ | 241^ | 182^ | 39v | LT | 49v | 49v |
| 1 THU. | 9.58P | 1 | ABC | N | 89 | | B | 9.3 | 14 | 813 | 1589 | 775 | 337 | 919 | 288 | 452 | 429 | 416 | 367 | 557 | 168 | 265 | 265 | 251 | 216 | 29 | LT | 84 | 50 |
| ABC NEWSBRIEF-FRI | | | | 6 | 173 | 176 | A | 8.3 | 13 | 725 | 1527 | 616 | 321 | 701 | 209 | 441 | 403 | 379 | 234 | 486 | 131^ | 278 | 304 | 268 | 162^ | 98^ | 7v | 242 | 157^ |
| 1 FRI. | 9.58P | 1 | ABC | N | 87 | 89 | B | 8.2 | 13 | 717 | 1800 | 673 | 346 | 737 | 236 | 431 | 412 | 373 | 267 | 595 | 198 | 360 | 362 | 275 | 203 | 162 | 63 | 306 | 221 |
| 2 FRI. | 9.59P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | | | | 6 | 186 | 169 | A | 7.0 | 12 | 612 | 1619 | 746 | 315 | 840 | 235 | 434 | 412 | 359 | 365 | 527 | 177^ | 297 | 285 | 269 | 193^ | 23v | 23v | 229^ | 213^ |
| 1 SAT. | 9.56P | 1 | ABC | N | 91 | 86 | B | 7.8 | 13 | 682 | 1612 | 701 | 254 | 789 | 245 | 414 | 388 | 349 | 324 | 496 | 113 | 235 | 257 | 279 | 220 | 95 | 59 | 232 | 183 |
| 2 SAT. | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SUN. | | | | 5 | 188 | 188 | A | 14.6 | 22 | 1276 | 1685 | 661 | 295 | 723 | 228 | 410 | 438 | 367 | 222 | 692 | 264 | 483 | 423 | 314 | 187 | 186 | 76^ | 84^ | 69^ |
| 1 SUN. | 9.57P | 1 | ABC | N | 91 | 91 | B | 13.2 | 20 | 1154 | 1716 | 691 | 315 | 762 | 219 | 418 | 438 | 385 | 268 | 695 | 270 | 481 | 392 | 302 | 196 | 141 | 54 | 118 | 90 |
| 2 SUN. | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SPORTS UPDATE-SAT | | | | 5 | 187 | 182 | A | 5.9 | 10 | 516 | 1667 | 646 | 285 | 698 | 200^ | 350 | 365 | 285 | 310 | 551 | 190^ | 281 | 285 | 206^ | 233^ | 58v | 44v | 360 | 290 |
| 1 SAT. | 8.57P | 2 | ABC | SN | 90 | 86 | B | 6.5 | 11 | 568 | 1647 | 673 | 243 | 749 | 245 | 387 | 392 | 293 | 313 | 455 | 161 | 250 | 239 | 182 | 185 | 108 | 93 | 335 | 253 |
| 2 SAT. | 8.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SPORTS UPDATE-SUN | | | | 6 | 195 | 195 | A | 13.2 | 18 | 1154 | 2119 | 631 | 291 | 748 | 290 | 491 | 460 | 343 | 208 | 557 | 237 | 394 | 381 | 242 | 138 | 238 | 109^ | 576 | 343 |
| SUN. | 8.58P | 1 | ABC | SN | 92 | 92 | B | 11.3 | 16 | 988 | 2044 | 659 | 254 | 732 | 270 | 444 | 444 | 344 | 212 | 624 | 219 | 438 | 407 | 311 | 162 | 182 | 88 | 506 | 343 |
| ABC SUNDAY NIGHT MOVIE | | | | 6 | 210 | 211 | A | 16.7 | 26 | 1460 | 1552 | 654 | 286 | 714 | 206 | 396 | 416 | 374 | 231 | 677 | 258 | 459 | 392 | 305 | 198 | 120 | 44^ | 41^ | 27^ |
| 1 SUN. | 9.00P | 123 | ABC | FF | 99 | 99 | B | 16.7 | 26 | 1460 | 1714 | 713 | 321 | 785 | 274 | 492 | 473 | 386 | 231 | 696 | 276 | 484 | 440 | 330 | 173 | 120 | 50 | 113 | 75 |
| 2 SUN. | 9.00P | 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | A | 15.2 | 22 | 1328 | 1673 | 676 | 264 | 737 | 235 | 424 | 457 | 378 | 221 | 696 | 264 | 481 | 418 | 323 | 190 | 164 | 77^ | 76^ | 45^ |
| 9.30 - 10.00 | | | | | | | A | 16.8 | 25 | 1468 | 1666 | 679 | 288 | 737 | 215 | 403 | 437 | 370 | 242 | 712 | 282 | 492 | 411 | 313 | 197 | 156 | 67^ | 61^ | 53^ |
| 10.00 - 10.30 | | | | | | | A | 17.1 | 27 | 1495 | 1492 | 651 | 304 | 712 | 200 | 395 | 409 | 380 | 230 | 671 | 249 | 450 | 388 | 307 | 203 | 93^ | 26^ | 16v | 8v |
| 10.30 - 11.00 | | | | | | | A | 17.5 | 29 | 1530 | 1418 | 629 | 294 | 692 | 190 | 376 | 377 | 369 | 238 | 642 | 245 | 424 | 359 | 282 | 203 | 69^ | 10v | 15v | 8v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS TONIGHT 29 | 205 | 203 | A | 10.9 | 19 | 953 | 1454 | 679 | 250 | 738 | 146 | 295 | 366 | 351 | 356 | 591 | 119 | 279 | 306 | 313 | 256 | 46^ | 30^ | 79 | 42^ |
| M-F 6.30P 30 ABC N 98 | 98 | | B | 10.5 | 20 | 918 | 1416 | 666 | 245 | 723 | 145 | 290 | 343 | 342 | 354 | 576 | 117 | 265 | 276 | 298 | 266 | 45 | 25 | 72 | 41 |
| ABC WRLD NEWS TONIGHT-SUN 5 | 156 | 161 | A | 7.4 | 13 | 647 | 1332 | 646 | 213^ | 725 | 171^ | 280 | 268 | 249 | 432 | 494 | 128^ | 226 | 184^ | 191^ | 261 | 31v | 11v | 82^ | 75^ |
| SUN. 6.30P 30 ABC N 81 | 82 | | B | 7.0 | 13 | 612 | 1420 | 654 | 207 | 699 | 139 | 234 | 245 | 246 | 423 | 573 | 153 | 287 | 249 | 240 | 285 | 53 | 16 | 95 | 63 |
| ALF 7 | 207 | 206 | A | 18.6 | 27 | 1626 | 2012 | 748 | 335 | 825 | 372 | 555 | 463 | 312 | 219 | 555 | 233 | 398 | 358 | 264 | 117 | 206 | 91 | 426 | 289 |
| 1 MON. 8.00P 30 NBC CS 99 | 99 | | B | 16.0 | 24 | 1398 | 2131 | 730 | 329 | 808 | 356 | 552 | 464 | 311 | 216 | 582 | 245 | 432 | 388 | 273 | 122 | 254 | 105 | 487 | 345 |
| 2 MON. 8.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | |
| AMAZING STORIES 6 | 208 | | A | 14.3 | 21 | 1250 | 1936 | 690 | 301 | 776 | 302 | 493 | 480 | 329 | 246 | 726 | 337 | 492 | 446 | 285 | 187^ | 165^ | 55v | 269 | 216^ |
| 1 MON. 8.30P 30 NBC GD 99 | | | B | 14.0 | 21 | 1224 | 2044 | 742 | 368 | 847 | 358 | 595 | 519 | 366 | 213 | 619 | 261 | 457 | 417 | 290 | 131 | 225 | 90 | 353 | 261 |
| AMAZING STORIES SPECIAL(S) | | 202 | A | 12.5 | 20 | 1093 | 1981 | 730 | 272 | 769 | 311 | 533 | 472 | 349 | 200^ | 660 | 238^ | 475 | 495 | 366 | 135^ | 222^ | 133^ | 330 | 231^ |
| 2 FRI. 8.00P 60 NBC GD | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | A | 12.5 | 21 | 1093 | 1923 | 712 | 268 | 757 | 298 | 500 | 448 | 338 | 217^ | 660 | 250^ | 465 | 478 | 348 | 145^ | 205^ | 122^ | 301 | 209^ |
| 8.30 - 9.00 | | | A | 12.6 | 20 | 1101 | 2015 | 736 | 269 | 769 | 318 | 556 | 492 | 357 | 181^ | 651 | 224^ | 482 | 504 | 380 | 123^ | 239^ | 146^ | 356 | 249^ |
| AMEN 5 | 206 | 207 | A | 20.0 | 34 | 1748 | 1821 | 851 | 364 | 916 | 233 | 458 | 437 | 417 | 401 | 484 | 154 | 238 | 222 | 201 | 211 | 161 | 112 | 260 | 205 |
| SAT. 9.30P 30 NBC CS 99 | 99 | | B | 20.5 | 35 | 1792 | 1788 | 819 | 332 | 903 | 245 | 475 | 456 | 407 | 376 | 481 | 140 | 241 | 228 | 202 | 215 | 147 | 99 | 257 | 203 |
| ANALYSIS-REAGAN'S ADDRESS(S) | 186 | | A | 6.6 | 10 | 577 | 1633 | 557 | 184^ | 670 | 105v | 281^ | 340^ | 362^ | 330^ | 619 | 186^ | 301^ | 320^ | 268^ | 232^ | 132^ | 72v | 212^ | 205^ |
| 1 THU. 8.25P 35 ABC N 84 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | A | 6.5 | 10 | 568 | 1618 | 555 | 181^ | 667 | 97v | 277^ | 337^ | 368^ | 330^ | 629 | 183^ | 304^ | 328^ | 280^ | 236^ | 123v | 65v | 199^ | 199^ |
| BILL COSBY SHOW 7 | 216 | 215 | A | 35.2 | 50 | 3076 | 1969 | 852 | 397 | 949 | 368 | 612 | 545 | 410 | 268 | 526 | 215 | 366 | 329 | 222 | 138 | 170 | 99 | 324 | 224 |
| 1 THU. 8.30P 30 NBC CS 99 | 99 | | B | 35.1 | 53 | 3068 | 2048 | 822 | 378 | 914 | 348 | 592 | 532 | 400 | 265 | 583 | 231 | 393 | 353 | 256 | 163 | 205 | 115 | 346 | 241 |
| 2 THU. 8.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAGNEY & LACEY 4 | | 209 | A | 14.2 | 23 | 1241 | 1456 | 753 | 296 | 791 | 190^ | 427 | 419 | 374 | 323 | 503 | 148^ | 289 | 258 | 278 | 187^ | 15v | LT | 147^ | 88^ |
| 2 MON. 10.00P 60 CBS OP | | 99 | B | 15.9 | 26 | 1390 | 1432 | 773 | 334 | 869 | 222 | 462 | 455 | 434 | 345 | 447 | 135 | 269 | 245 | 244 | 155 | 38 | 15 | 78 | 60 |
| 10.00 - 10.30 | | | A | 14.1 | 22 | 1232 | 1519 | 769 | 323 | 825 | 193^ | 450 | 447 | 401 | 332 | 515 | 157^ | 298 | 267 | 274 | 187^ | 20v | LT | 159^ | 91^ |
| 10.30 - 11.00 | | | A | 14.2 | 24 | 1241 | 1398 | 740 | 270 | 761 | 186^ | 407 | 394 | 350 | 315 | 492 | 141^ | 282 | 249 | 280 | 187^ | 10v | LT | 135^ | 86^ |
| CBS EVENING NEWS-RATHER 35 | 208 | 208 | A | 12.4 | 21 | 1084 | 1428 | 687 | 208 | 758 | 126 | 276 | 284 | 358 | 434 | 563 | 97 | 247 | 257 | 304 | 270 | 52^ | 26^ | 55^ | 27^ |
| M-F 6.30P 30 CBS N 99 | 99 | | B | 11.3 | 21 | 988 | 1502 | 679 | 225 | 769 | 126 | 280 | 291 | 354 | 438 | 614 | 145 | 292 | 274 | 296 | 282 | 55 | 25 | 64 | 36 |
| CBS EVENING NEWS-SUNDAY 3 | 139 | | A | 6.5 | 12 | 568 | 1125 | 488^ | 63v | 488^ | LT | 93v | 132^ | 247^ | 356^ | 619 | 126^ | 230^ | 277^ | 291^ | 329^ | 18v | LT | LT | LT |
| 1 SUN. 6.00P 30 CBS N 75 | | | B | 6.5 | 12 | 568 | 1360 | 673 | 154 | 684 | 133 | 235 | 220 | 260 | 404 | 604 | 129 | 249 | 257 | 293 | 328 | 37 | 14 | 35 | 20 |
| CBS SATURDAY MOVIE 2 | 199 | 202 | A | 11.0 | 19 | 961 | 1599 | 673 | 198 | 733 | 128^ | 350 | 360 | 450 | 325 | 714 | 153 | 371 | 384 | 417 | 284 | 69^ | 21v | 83^ | 49^ |
| 1 SAT. 9.00P 120 CBS FF 98 | 99 | | B | 11.0 | 19 | 961 | 1599 | 673 | 198 | 733 | 128 | 350 | 360 | 450 | 325 | 714 | 153 | 371 | 384 | 417 | 284 | 69 | 21 | 83 | 49 |
| 2 SAT. 8.00P 180 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | A | 10.7 | 18 | 935 | 1726 | 790 | 298 | 875 | 276^ | 451 | 369 | 432 | 333 | 677 | 97^ | 280^ | 312 | 421 | 335 | 40v | 16v | 134^ | 75v |
| 8.30 - 9.00 | | | A | 10.8 | 18 | 944 | 1714 | 710 | 273^ | 795 | 211^ | 403 | 363 | 444 | 312 | 743 | 124^ | 333 | 351 | 463 | 347 | 33v | 16v | 143^ | 75v |
| 9.00 - 9.30 | | | A | 10.4 | 17 | 909 | 1617 | 596 | 185 | 662 | 94^ | 309 | 324 | 429 | 299 | 714 | 154^ | 374 | 391 | 417 | 279 | 98^ | 26v | 143^ | 84^ |
| 9.30 - 10.00 | | | A | 11.1 | 19 | 970 | 1593 | 651 | 180 | 708 | 83^ | 333 | 357 | 449 | 330 | 723 | 177 | 398 | 406 | 399 | 269 | 86^ | 16v | 76^ | 60^ |
| 10.00 - 10.30 | | | A | 11.5 | 20 | 1005 | 1517 | 670 | 173 | 713 | 99^ | 329 | 370 | 455 | 332 | 695 | 160 | 375 | 385 | 402 | 261 | 67^ | 23v | 42^ | 22v |
| 10.30 - 11.00 | | | A | 11.4 | 21 | 996 | 1556 | 689 | 168 | 738 | 130^ | 363 | 379 | 465 | 324 | 727 | 165 | 394 | 400 | 419 | 277 | 65^ | 25v | 26v | 12v |
| CBS SUNDAY MOVIE 6 | | 207 | A | 19.6 | 32 | 1713 | 1390 | 747 | 322 | 832 | 249 | 458 | 457 | 416 | 312 | 503 | 96^ | 282 | 299 | 313 | 187 | 5v | LT | 50^ | 27v |
| 2 SUN. 9.33P 120 CBS FF | | 99 | B | 18.9 | 30 | 1652 | 1472 | 790 | 326 | 875 | 218 | 427 | 451 | 440 | 371 | 496 | 116 | 253 | 267 | 258 | 209 | 53 | 34 | 48 | 32 |
| 9.30 - 10.00 | | | A | 19.7 | 29 | 1722 | 1466 | 772 | 336 | 889 | 254 | 473 | 484 | 444 | 340 | 511 | 106^ | 260 | 289 | 311 | 210 | 17v | LT | 49^ | 27v |
| 10.00 - 10.30 | | | A | 18.8 | 29 | 1643 | 1396 | 760 | 338 | 860 | 269 | 477 | 502 | 417 | 302 | 502 | 95^ | 268 | 299 | 306 | 189 | LT | LT | 34v | 19v |
| 10.30 - 11.00 | | | A | 18.8 | 31 | 1643 | 1338 | 736 | 316 | 814 | 245 | 454 | 454 | 408 | 302 | 490 | 82^ | 282 | 303 | 307 | 178 | LT | LT | 34v | 18v |
| 11.00 - 11.30 | | | A | 21.4 | 41 | 1870 | 1374 | 718 | 300 | 777 | 231 | 433 | 409 | 404 | 300 | 514 | 99^ | 313 | 306 | 329 | 179 | 11v | 3v | 72^ | 39^ |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS TUESDAY MOVIE | 7 | 208 | 206 | A | 15.6 | 25 | 1363 | 1563 | 781 | 216 | 864 | 208 | 426 | 394 | 440 | 391 | 529 | 158 | 254 | 253 | 257 | 230 | 91^ | 43^ | 79^ | 45^ |
| TUE. 9.00P 120 CBS FF | | 99 | 99 | B | 16.3 | 26 | 1425 | 1488 | 783 | 279 | 875 | 222 | 442 | 435 | 440 | 369 | 476 | 134 | 251 | 241 | 236 | 192 | 66 | 26 | 71 | 52 |
| 9.00 - 9.30 | | | | A | 14.1 | 21 | 1232 | 1575 | 768 | 219 | 847 | 184 | 387 | 376 | 439 | 402 | 564 | 145 | 269 | 268 | 299 | 252 | 78^ | 34^ | 86^ | 47^ |
| 9.30 - 10.00 | | | | A | 15.0 | 22 | 1311 | 1561 | 775 | 204 | 849 | 187 | 411 | 397 | 453 | 382 | 533 | 138 | 242 | 241 | 276 | 248 | 97^ | 38^ | 82^ | 45^ |
| 10.00 - 10.30 | | | | A | 16.7 | 28 | 1460 | 1564 | 788 | 228 | 879 | 238 | 456 | 405 | 427 | 383 | 517 | 172 | 255 | 247 | 227 | 218 | 97 | 47^ | 71^ | 39^ |
| 10.30 - 11.00 | | | | A | 16.7 | 30 | 1460 | 1542 | 780 | 212 | 870 | 216 | 440 | 394 | 440 | 389 | 506 | 174 | 250 | 256 | 229 | 207 | 91^ | 51^ | 75^ | 44^ |
| CHEERS | 6 | 209 | 209 | A | 28.4 | 41 | 2482 | 1708 | 821 | 369 | 878 | 326 | 581 | 562 | 407 | 239 | 575 | 232 | 420 | 389 | 272 | 130 | 122 | 67 | 133 | 95 |
| 1 THU. 9.30P 30 NBC CS | | 99 | 99 | B | 28.8 | 43 | 2517 | 1814 | 779 | 377 | 842 | 338 | 563 | 520 | 375 | 229 | 644 | 283 | 486 | 442 | 292 | 131 | 151 | 80 | 177 | 125 |
| 2 THU. 9.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| COLBYS | 5 | 209 | | A | 10.0 | 14 | 874 | 1475 | 701 | 336 | 857 | 349 | 515 | 469 | 337 | 284^ | 489 | 145^ | 270^ | 274^ | 240^ | 176^ | 59v | LT | 70v | 70v |
| 1 THU. 9.00P 60 ABC GD | | 99 | | B | 10.1 | 15 | 883 | 1517 | 790 | 289 | 938 | 322 | 510 | 504 | 400 | 332 | 460 | 164 | 272 | 242 | 212 | 150 | 53 | 20 | 66 | 45 |
| 9.00 - 9.30 | | | | A | 9.2 | 13 | 804 | 1507 | 724 | 346 | 855 | 349 | 528 | 493 | 345 | 268^ | 527 | 156^ | 310^ | 289^ | 266^ | 178^ | 62v | LT | 63v | 63v |
| 9.30 - 10.00 | | | | A | 10.7 | 16 | 935 | 1448 | 685 | 329 | 861 | 349 | 503 | 450 | 332 | 300 | 455 | 133^ | 235^ | 263^ | 217^ | 175^ | 56v | LT | 76v | 76v |
| CRIME STORY | 4 | 203 | | A | 9.5 | 14 | 830 | 1611 | 693 | 319^ | 784 | 200^ | 353 | 379 | 370 | 325^ | 609 | 164^ | 284^ | 273^ | 239^ | 292^ | 146^ | 115^ | 72v | 59v |
| 1 TUE. 9.00P 60 NBC OP | | 99 | | B | 11.5 | 17 | 1005 | 1629 | 690 | 341 | 760 | 207 | 432 | 436 | 416 | 253 | 654 | 225 | 406 | 347 | 308 | 201 | 123 | 101 | 92 | 83 |
| 9.00 - 9.30 | | | | A | 9.6 | 14 | 839 | 1584 | 691 | 307^ | 787 | 181^ | 339 | 371 | 380 | 337 | 594 | 157^ | 271^ | 258^ | 234^ | 290^ | 142^ | 108^ | 61v | 50v |
| 9.30 - 10.00 | | | | A | 9.5 | 14 | 830 | 1607 | 688 | 327^ | 771 | 214^ | 360 | 378 | 360 | 310^ | 611 | 166^ | 287^ | 285^ | 239^ | 289^ | 145^ | 118^ | 80v | 67v |
| DALLAS | 7 | 208 | 208 | A | 22.6 | 35 | 1975 | 1585 | 852 | 321 | 926 | 252 | 460 | 456 | 407 | 408 | 507 | 127 | 276 | 264 | 249 | 208 | 51^ | 21^ | 101 | 76 |
| FRI. 9.00P 60 CBS GD | | 99 | 99 | B | 22.7 | 37 | 1984 | 1629 | 855 | 338 | 963 | 264 | 494 | 480 | 432 | 406 | 492 | 139 | 261 | 259 | 239 | 197 | 65 | 36 | 109 | 79 |
| 9.00 - 9.30 | | | | A | 22.3 | 35 | 1949 | 1584 | 846 | 323 | 921 | 245 | 456 | 456 | 412 | 405 | 506 | 124 | 271 | 262 | 247 | 212 | 50^ | 20^ | 107 | 80 |
| 9.30 - 10.00 | | | | A | 23.0 | 36 | 2010 | 1575 | 851 | 316 | 923 | 258 | 461 | 453 | 400 | 405 | 506 | 128 | 278 | 266 | 247 | 203 | 52^ | 21^ | 94 | 70^ |
| DESIGNING WOMEN | 4 | | 208 | A | 15.0 | 22 | 1311 | 1699 | 836 | 341 | 897 | 289 | 520 | 483 | 346 | 345 | 468 | 117^ | 292 | 311 | 275 | 142^ | 69^ | 33v | 265 | 200^ |
| 2 MON. 9.30P 30 CBS CS | | | 99 | B | 17.3 | 26 | 1512 | 1614 | 838 | 361 | 921 | 293 | 529 | 515 | 409 | 334 | 486 | 176 | 331 | 290 | 232 | 136 | 93 | 51 | 114 | 85 |
| DISNEY SUNDAY MOVIE | 7 | 208 | 211 | A | 15.1 | 22 | 1320 | 2313 | 665 | 300 | 815 | 331 | 542 | 507 | 354 | 215 | 555 | 243 | 405 | 375 | 243 | 127 | 247 | 118 | 696 | 455 |
| SUN. 7.00P 120 ABC FF | | 99 | 99 | B | 13.1 | 20 | 1145 | 2249 | 677 | 303 | 758 | 310 | 512 | 490 | 342 | 187 | 614 | 252 | 447 | 403 | 281 | 137 | 230 | 111 | 647 | 427 |
| 7.00 - 7.30 | | | | A | 12.8 | 20 | 1119 | 2209 | 628 | 269 | 791 | 331 | 515 | 458 | 318 | 234 | 537 | 241 | 389 | 344 | 223 | 142 | 217 | 122^ | 664 | 437 |
| 7.30 - 8.00 | | | | A | 14.7 | 22 | 1285 | 2293 | 647 | 290 | 791 | 323 | 518 | 493 | 337 | 213 | 536 | 252 | 397 | 347 | 213 | 123 | 253 | 129 | 713 | 458 |
| 8.00 - 8.30 | | | | A | 16.2 | 23 | 1416 | 2413 | 679 | 317 | 847 | 348 | 570 | 536 | 376 | 207 | 574 | 246 | 418 | 394 | 258 | 120 | 261 | 109 | 731 | 489 |
| 8.30 - 9.00 | | | | A | 16.8 | 24 | 1468 | 2289 | 680 | 307 | 806 | 318 | 543 | 520 | 367 | 206 | 566 | 231 | 410 | 405 | 266 | 124 | 254 | 117 | 663 | 432 |
| DOWNTOWN(B) | | 205 | | A | 8.6 | 13 | 752 | 1610 | 690 | 200^ | 816 | 214^ | 507 | 522 | 446 | 254^ | 623 | 174^ | 401 | 385 | 368^ | 159^ | 46v | 18v | 125^ | 70v |
| 1 TUE. 8.00P 60 CBS OP | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 8.3 | 12 | 725 | 1543 | 680 | 203^ | 810 | 217^ | 497 | 496 | 433 | 265^ | 590 | 162^ | 384 | 364^ | 349^ | 149^ | 39v | 16v | 104^ | 60v |
| 8.30 - 9.00 | | | | A | 8.9 | 13 | 778 | 1663 | 702 | 195^ | 819 | 208^ | 513 | 545 | 458 | 245^ | 653 | 183^ | 416 | 404 | 387 | 169^ | 48v | 20v | 143^ | 79v |
| DYNASTY | 5 | 210 | 211 | A | 15.9 | 24 | 1390 | 1631 | 860 | 407 | 925 | 325 | 579 | 531 | 435 | 305 | 483 | 192 | 331 | 278 | 193 | 132 | 90^ | 49^ | 133 | 94^ |
| 1 WED. 9.00P 60 ABC GD | | 99 | 99 | B | 17.7 | 27 | 1547 | 1604 | 849 | 375 | 956 | 350 | 603 | 540 | 423 | 297 | 454 | 177 | 300 | 263 | 199 | 130 | 98 | 42 | 96 | 68 |
| 2 WED. 9.11P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 15.0 | 22 | 1311 | 1670 | 848 | 418 | 925 | 329 | 586 | 551 | 440 | 289 | 501 | 194 | 347 | 276 | 210 | 137 | 101^ | 61^ | 143 | 103^ |
| 9.30 - 10.00 | | | | A | 16.4 | 25 | 1433 | 1632 | 876 | 409 | 937 | 331 | 589 | 535 | 443 | 310 | 465 | 184 | 313 | 269 | 180 | 131 | 95^ | 46^ | 135 | 97^ |
| 10.00 - 10.30 | | | | A | 17.0 | 27 | 1486 | 1468 | 817 | 342 | 851 | 264 | 505 | 445 | 385 | 333 | 498 | 229 | 344 | 322 | 184^ | 129^ | 39v | 27v | 80^ | 45v |
| EASY STREET | 5 | 202 | | A | 14.3 | 21 | 1250 | 2075 | 809 | 347 | 938 | 428 | 590 | 479 | 353 | 299 | 624 | 284 | 433 | 373 | 243 | 166^ | 260 | 135^ | 253 | 153^ |
| 1 SUN. 8.33P 30 NBC CS | | 99 | | B | 14.8 | 22 | 1294 | 2000 | 776 | 348 | 852 | 358 | 554 | 480 | 360 | 250 | 640 | 262 | 448 | 408 | 294 | 154 | 222 | 114 | 295 | 186 |
| EASY STREET | 1 | | 202 | A | 15.1 | 21 | 1320 | 1967 | 776 | 289 | 865 | 348 | 547 | 433 | 303 | 285 | 602 | 267 | 426 | 366 | 260 | 144^ | 202^ | 109^ | 298 | 177^ |
| 2 SUN. 8.30P 30 NBC CS | | | 99 | B | 15.1 | 21 | 1320 | 1967 | 776 | 289 | 865 | 348 | 547 | 433 | 303 | 285 | 602 | 267 | 426 | 366 | 260 | 144 | 202 | 109 | 298 | 177 |
| ELLEN BURSTYN SHOW | 6 | 199 | | A | 6.2 | 11 | 542 | 1435 | 644 | 303^ | 705 | 177^ | 289^ | 310^ | 240^ | 379^ | 554 | 169^ | 204^ | 221^ | 194^ | 304^ | LT | LT | 176^ | 126v |
| 1 SAT. 8.30P 30 ABC CS | | 97 | | B | 9.0 | 16 | 787 | 1642 | 712 | 286 | 801 | 228 | 401 | 434 | 342 | 333 | 499 | 161 | 279 | 265 | 226 | 200 | 111 | 81 | 231 | 157 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EQUALIZER | 5 | 209 | 207 | A | 15.9 | 27 | 1390 | 1514 | 672 | 272 | 752 | 203 | 403 | 417 | 396 | 275 | 657 | 186 | 399 | 392 | 365 | 209 | 80^ | 40^ | 25v | 13v |
| 1 WED. 10.00P 60 CBS PD | | 99 | 99 | B | 15.8 | 26 | 1381 | 1515 | 674 | 271 | 762 | 215 | 430 | 422 | 388 | 274 | 639 | 218 | 424 | 382 | 330 | 183 | 72 | 28 | 42 | 27 |
| 2 WED. 9.44P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 14.1 | 22 | 1232 | 1567 | 678 | 337 | 785 | 186^ | 412 | 423 | 427 | 335 | 651 | 191^ | 359 | 367 | 355 | 232 | 88^ | 46v | 43v | LT |
| 10.00 - 10.30 | | | | A | 16.4 | 27 | 1433 | 1538 | 698 | 276 | 766 | 219 | 417 | 426 | 399 | 272 | 663 | 188 | 409 | 399 | 370 | 206 | 85^ | 48^ | 24v | 13v |
| 10.30 - 11.00 | | | | A | 15.9 | 28 | 1390 | 1453 | 633 | 243 | 720 | 186 | 377 | 399 | 379 | 263 | 648 | 177 | 393 | 389 | 359 | 210 | 67^ | 27^ | 18v | 18v |
| FACTS OF LIFE | 5 | 207 | 208 | A | 18.0 | 31 | 1573 | 1868 | 824 | 372 | 902 | 284 | 485 | 422 | 366 | 372 | 467 | 153 | 248 | 224 | 209 | 189 | 173 | 96 | 326 | 231 |
| SAT. 8.00P 30 NBC CS | | 99 | 99 | B | 16.7 | 30 | 1460 | 1953 | 773 | 342 | 879 | 281 | 498 | 449 | 363 | 334 | 506 | 172 | 297 | 277 | 226 | 180 | 182 | 108 | 386 | 281 |
| FALCON CREST | 6 | 207 | 207 | A | 18.5 | 32 | 1617 | 1514 | 859 | 338 | 925 | 226 | 404 | 404 | 384 | 457 | 465 | 130 | 233 | 230 | 197 | 200 | 46^ | 20v | 78^ | 71^ |
| FRI. 10.00P 60 CBS GD | | 99 | 99 | B | 17.3 | 30 | 1512 | 1529 | 837 | 324 | 934 | 231 | 436 | 417 | 407 | 445 | 465 | 124 | 233 | 236 | 210 | 197 | 57 | 25 | 73 | 59 |
| 10.00 - 10.30 | | | | A | 18.8 | 32 | 1643 | 1526 | 860 | 346 | 933 | 231 | 406 | 408 | 381 | 461 | 465 | 129 | 235 | 228 | 199 | 198 | 49^ | 23^ | 79^ | 68^ |
| 10.30 - 11.00 | | | | A | 18.0 | 31 | 1573 | 1509 | 863 | 331 | 922 | 220 | 403 | 401 | 391 | 458 | 465 | 132 | 233 | 235 | 197 | 201 | 44^ | 19v | 78^ | 73^ |
| FAMILY TIES | 6 | 215 | 214 | A | 33.3 | 48 | 2910 | 1866 | 855 | 394 | 944 | 371 | 635 | 582 | 430 | 233 | 496 | 201 | 364 | 334 | 232 | 112 | 167 | 103 | 259 | 167 |
| 1 THU. 9.00P 30 NBC CS | | 99 | 99 | B | 33.0 | 49 | 2884 | 2022 | 818 | 387 | 914 | 384 | 633 | 562 | 392 | 225 | 574 | 255 | 422 | 380 | 250 | 121 | 215 | 118 | 319 | 218 |
| 2 THU. 8.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAMILY TIES SPECIAL(S) | | | 207 | A | 24.5 | 35 | 2141 | 2021 | 823 | 348 | 899 | 402 | 614 | 487 | 331 | 230 | 485 | 196 | 331 | 312 | 228 | 109^ | 183 | 120^ | 454 | 323 |
| 2 MON. 8.00P 30 NBC CS | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| FAST COPY(S) | | | 210 | A | 12.1 | 20 | 1058 | 1748 | 775 | 347 | 824 | 291 | 434 | 411 | 381 | 285 | 661 | 289 | 523 | 446 | 316 | 124^ | 73^ | 49v | 190^ | 164^ |
| 2 THU. 10.00P 60 NBC DN | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 13.0 | 21 | 1136 | 1717 | 771 | 386 | 814 | 309 | 441 | 412 | 367 | 268 | 642 | 278 | 512 | 440 | 311 | 116^ | 79^ | 59v | 182^ | 159^ |
| 10.30 - 11.00 | | | | A | 11.1 | 20 | 970 | 1789 | 784 | 303 | 839 | 270^ | 428 | 410 | 399 | 307 | 685 | 300 | 536 | 459 | 326 | 131^ | 67v | 36v | 198^ | 169^ |
| FRESNO PART 1(S) | | | 206 | A | 19.7 | 30 | 1722 | 1631 | 846 | 316 | 932 | 310 | 527 | 520 | 390 | 353 | 610 | 223 | 386 | 362 | 290 | 198 | 41v | 18v | 48^ | 32v |
| 1 SUN. 9.00P 120 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 22.7 | 33 | 1984 | 1657 | 844 | 339 | 933 | 308 | 515 | 514 | 395 | 353 | 621 | 205 | 374 | 339 | 307 | 219 | 42^ | 22v | 61^ | 36v |
| 9.30 - 10.00 | | | | A | 20.1 | 30 | 1757 | 1659 | 820 | 322 | 908 | 299 | 508 | 514 | 378 | 347 | 626 | 233 | 394 | 365 | 300 | 206 | 46^ | 20v | 79^ | 54^ |
| 10.00 - 10.30 | | | | A | 18.4 | 28 | 1608 | 1609 | 871 | 300 | 961 | 323 | 545 | 529 | 385 | 366 | 595 | 228 | 384 | 365 | 269 | 187 | 31v | 15v | 22v | 16v |
| 10.30 - 11.00 | | | | A | 17.5 | 28 | 1530 | 1588 | 853 | 291 | 930 | 317 | 543 | 522 | 396 | 351 | 598 | 231 | 401 | 383 | 282 | 176^ | 38v | 15v | 22v | 22v |
| FRESNO PART 2(S) | | | 207 | A | 15.2 | 22 | 1328 | 1532 | 670 | 330 | 812 | 268 | 455 | 381 | 345 | 331 | 536 | 135^ | 310 | 298 | 279 | 216 | 57^ | 45v | 127^ | 55^ |
| 2 MON. 8.00P 60 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 14.7 | 21 | 1285 | 1514 | 658 | 356 | 779 | 238 | 432 | 379 | 359 | 321 | 530 | 129^ | 296 | 286 | 274 | 219 | 69^ | 44v | 136^ | 65^ |
| 8.30 - 9.00 | | | | A | 15.7 | 22 | 1372 | 1542 | 678 | 303 | 837 | 294 | 473 | 384 | 329 | 338 | 543 | 140^ | 321 | 307 | 284 | 216 | 47v | 47v | 115^ | 44v |
| FRESNO PART 3(S) | | | 208 | A | 12.8 | 19 | 1119 | 1584 | 788 | 308 | 817 | 194^ | 432 | 363 | 441 | 345 | 597 | 162^ | 336 | 296 | 305 | 250 | 45v | 31v | 125^ | 41v |
| 2 TUE. 8.00P 60 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.7 | 19 | 1110 | 1608 | 815 | 330 | 846 | 212^ | 460 | 396 | 454 | 341 | 592 | 151^ | 338 | 273 | 311 | 243^ | 45v | 31v | 125^ | 41v |
| 8.30 - 9.00 | | | | A | 13.0 | 19 | 1136 | 1545 | 758 | 283 | 784 | 176^ | 400 | 326 | 424 | 350 | 598 | 170^ | 332 | 316 | 300 | 257 | 40v | 28v | 123^ | 41v |
| FRESNO PART 4(S) | | | 207 | A | 12.6 | 24 | 1101 | 1445 | 604 | 208^ | 673 | 128^ | 296 | 283 | 364 | 334 | 720 | 226^ | 435 | 417 | 393 | 251 | 25v | 14v | 27v | LT |
| 2 WED. 10.44P 60 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | A | 12.6 | 22 | 1101 | 1500 | 662 | 258 | 737 | 176^ | 359 | 345 | 390 | 330 | 719 | 219^ | 438 | 393 | 405 | 243^ | 28v | 18v | 16v | LT |
| 11.00 - 11.30 | | | | A | 12.5 | 24 | 1093 | 1409 | 595 | 181^ | 658 | 107^ | 272 | 261 | 359 | 341 | 703 | 222^ | 422 | 420 | 369 | 245^ | 22v | 12v | 26v | LT |
| 11.30 - 12.00 | | | | A | 12.7 | 27 | 1110 | 1463 | 555 | 211^ | 632 | 117^ | 278 | 261 | 346 | 323 | 760 | 239^ | 460 | 432 | 430 | 277 | 31v | 12v | 40v | LT |
| FRESNO PART 5(S) | | | 207 | A | 12.9 | 19 | 1127 | 1804 | 624 | 386 | 879 | 239^ | 421 | 316 | 378 | 420 | 765 | 269 | 462 | 345 | 384 | 303 | 18v | LT | 142^ | 52v |
| 2 THU. 8.00P 60 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.4 | 18 | 1084 | 1855 | 637 | 400 | 887 | 245^ | 436 | 345 | 394 | 410 | 781 | 274 | 471 | 349 | 377 | 310 | 21v | LT | 166^ | 57v |
| 8.30 - 9.00 | | | | A | 13.4 | 19 | 1171 | 1748 | 608 | 370 | 866 | 233^ | 404 | 287 | 364 | 425 | 745 | 261 | 448 | 336 | 391 | 297 | 17v | LT | 120^ | 47v |

| PROGRAM NAME / WK # / DAY | START TIME | DUR | NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 35+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GIMME A BREAK | | | | 5 | | 198 | A | 12.4 | 20 | 1084 | 1586 | 738 | 221^ | 863 | 340 | 525 | 425 | 350 | 300 | 424 | 230^ | 318 | 251^ | 140^ | 92^ | 111^ | 54v | 188^ | 79^ |
| 2 WED. | 10.00P | 30 | NBC | CS | | 98 | B | 16.5 | 25 | 1442 | 1753 | 738 | 327 | 875 | 312 | 539 | 468 | 381 | 289 | 462 | 175 | 313 | 268 | 217 | 124 | 197 | 93 | 219 | 163 |
| GOLDEN GIRLS | | | | 5 | 208 | 211 | A | 26.1 | 43 | 2281 | 1847 | 859 | 358 | 935 | 248 | 492 | 458 | 417 | 397 | 461 | 140 | 241 | 227 | 192 | 190 | 152 | 98 | 299 | 221 |
| SAT. | 9.00P | 30 | NBC | CS | 99 | 99 | B | 25.9 | 43 | 2264 | 1871 | 841 | 337 | 928 | 257 | 498 | 479 | 409 | 379 | 501 | 153 | 271 | 260 | 214 | 204 | 141 | 90 | 301 | 222 |
| GROWING PAINS | | | | 4 | 210 | 211 | A | 23.5 | 35 | 2054 | 1986 | 780 | 363 | 861 | 387 | 645 | 540 | 371 | 178 | 534 | 270 | 403 | 331 | 208 | 106 | 272 | 138 | 319 | 206 |
| TUE. | 8.30P | 30 | ABC | CS | 99 | 99 | B | 22.8 | 34 | 1993 | 1943 | 762 | 360 | 836 | 371 | 614 | 542 | 364 | 173 | 525 | 251 | 397 | 336 | 217 | 105 | 266 | 144 | 316 | 217 |
| HEAD OF THE CLASS | | | | 6 | 207 | 207 | A | 15.4 | 23 | 1346 | 1854 | 680 | 352 | 756 | 315 | 541 | 476 | 343 | 178 | 591 | 280 | 474 | 392 | 250 | 107 | 220 | 114 | 287 | 205 |
| 1 WED. | 8.30P | 30 | ABC | CS | 99 | 99 | B | 17.7 | 27 | 1547 | 1826 | 737 | 322 | 817 | 342 | 576 | 519 | 363 | 190 | 522 | 232 | 402 | 353 | 239 | 96 | 237 | 117 | 250 | 177 |
| 2 WED. | 8.41P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HEART OF THE CITY | | | | 6 | | 190 | A | 6.4 | 10 | 559 | 2018 | 780 | 269^ | 862 | 424^ | 565 | 483^ | 274^ | 256^ | 496^ | 188^ | 351^ | 287^ | 248^ | 145^ | 73v | 73v | 587 | 546 |
| 2 SAT. | 9.00P | 60 | ABC | OP | | 93 | B | 8.0 | 14 | 699 | 1710 | 727 | 261 | 797 | 272 | 474 | 489 | 370 | 258 | 523 | 181 | 332 | 332 | 284 | 155 | 120 | 84 | 270 | 205 |
| 9.00 - 9.30 | | | | | | | A | 6.0 | 10 | 524 | 2139 | 765 | 227^ | 836 | 410^ | 550 | 498^ | 266^ | 242^ | 623 | 280^ | 486^ | 347^ | 296^ | 137^ | 67v | 67v | 613 | 566 |
| 9.30 - 10.00 | | | | | | | A | 6.8 | 11 | 594 | 1901 | 787 | 301^ | 880 | 433^ | 574 | 468^ | 281^ | 268^ | 380^ | 106v | 232^ | 232^ | 205^ | 148^ | 77v | 77v | 564 | 528 |
| HIGHWAY TO HEAVEN | | | | 6 | 212 | 207 | A | 17.0 | 25 | 1486 | 1703 | 738 | 278 | 863 | 219 | 412 | 370 | 350 | 403 | 558 | 144 | 306 | 315 | 280 | 211 | 141 | 91^ | 141 | 105 |
| 1 WED. | 8.00P | 90 | NBC | GD | 99 | 99 | B | 17.9 | 28 | 1564 | 1719 | 737 | 303 | 845 | 202 | 397 | 373 | 367 | 400 | 566 | 143 | 313 | 310 | 289 | 213 | 142 | 80 | 166 | 115 |
| 2 WED. | 9.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | A | 18.3 | 28 | 1599 | 1744 | 705 | 322 | 859 | 207 | 359 | 356 | 353 | 416 | 584 | 109^ | 268 | 291 | 295 | 260 | 136^ | 88^ | 165^ | 134^ |
| 8.30 - 9.00 | | | | | | | A | 19.0 | 28 | 1661 | 1781 | 722 | 358 | 873 | 230 | 417 | 381 | 356 | 399 | 579 | 135^ | 294 | 315 | 285 | 228 | 141^ | 93^ | 188 | 153^ |
| 9.00 - 9.30 | | | | | | | A | 16.2 | 24 | 1416 | 1642 | 714 | 244 | 844 | 212 | 399 | 348 | 331 | 401 | 528 | 154 | 305 | 315 | 261 | 187 | 152 | 96^ | 118 | 80^ |
| 9.30 - 10.00 | | | | | | | A | 15.6 | 23 | 1363 | 1657 | 829 | 185^ | 878 | 228 | 490 | 409 | 377 | 388 | 556 | 179^ | 369 | 348 | 285 | 170^ | 122^ | 77^ | 101^ | 64^ |
| HILL STREET BLUES | | | | 4 | 211 | | A | 15.7 | 30 | 1372 | 1439 | 711 | 268 | 777 | 297 | 486 | 536 | 348 | 209 | 582 | 212 | 373 | 390 | 275 | 164^ | 39v | 22v | 41v | 25v |
| 1 THU. | 10.30P | 60 | NBC | OP | 99 | | B | 17.0 | 30 | 1486 | 1555 | 692 | 340 | 772 | 321 | 528 | 503 | 339 | 182 | 680 | 268 | 492 | 457 | 340 | 153 | 57 | 32 | 46 | 31 |
| 10.30 - 11.00 | | | | | | | A | 16.2 | 29 | 1416 | 1429 | 716 | 265 | 786 | 300 | 514 | 579 | 366 | 190^ | 553 | 193^ | 363 | 406 | 279 | 147^ | 40v | 18v | 50v | 34v |
| 11.00 - 11.30 | | | | | | | A | 15.2 | 31 | 1328 | 1442 | 705 | 269 | 765 | 292 | 455 | 489 | 324 | 228 | 607 | 228 | 381 | 372 | 270 | 180^ | 37v | 26v | 33v | 15v |
| HOTEL | | | | 4 | 210 | 211 | A | 15.0 | 26 | 1311 | 1410 | 752 | 351 | 843 | 257 | 458 | 425 | 380 | 350 | 435 | 136 | 272 | 266 | 206 | 145 | 80^ | 57^ | 52^ | 46^ |
| 1 WED. | 10.00P | 60 | ABC | GD | 99 | 99 | B | 15.4 | 26 | 1346 | 1383 | 803 | 337 | 897 | 290 | 500 | 445 | 382 | 354 | 381 | 118 | 226 | 219 | 164 | 141 | 74 | 48 | 31 | 27 |
| 2 WED. | 10.11P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | | | A | 14.9 | 25 | 1302 | 1432 | 735 | 338 | 825 | 250 | 461 | 431 | 388 | 333 | 461 | 133 | 287 | 288 | 228 | 153 | 96^ | 68^ | 50^ | 45^ |
| 10.30 - 11.00 | | | | | | | A | 15.0 | 27 | 1311 | 1390 | 773 | 370 | 860 | 259 | 468 | 435 | 387 | 355 | 411 | 126 | 250 | 242 | 192 | 142 | 68^ | 51^ | 51^ | 45^ |
| 11.00 - 11.30 | | | | | | | A | 16.0 | 31 | 1398 | 1341 | 694 | 299 | 802 | 264 | 384 | 334 | 305 | 379 | 430 | 190^ | 306 | 276 | 179^ | 124^ | 46v | 27v | 63^ | 48v |
| HUNTER | | | | 5 | 201 | 203 | A | 17.6 | 31 | 1538 | 1572 | 792 | 275 | 838 | 243 | 451 | 423 | 373 | 340 | 451 | 127 | 241 | 225 | 233 | 179 | 145 | 103 | 138 | 124 |
| SAT. | 10.00P | 60 | NBC | OP | 99 | 99 | B | 18.0 | 33 | 1573 | 1622 | 756 | 281 | 832 | 232 | 441 | 412 | 378 | 340 | 503 | 130 | 258 | 252 | 253 | 207 | 130 | 70 | 157 | 128 |
| 10.00 - 10.30 | | | | | | | A | 17.5 | 31 | 1530 | 1569 | 784 | 273 | 834 | 237 | 438 | 414 | 368 | 348 | 449 | 130 | 234 | 229 | 229 | 177 | 136 | 98 | 150 | 130 |
| 10.30 - 11.00 | | | | | | | A | 17.8 | 32 | 1556 | 1554 | 791 | 273 | 832 | 246 | 459 | 426 | 373 | 330 | 445 | 123 | 243 | 219 | 230 | 176 | 152 | 106 | 125 | 118 |
| JACK & MIKE | | | | 6 | 207 | 208 | A | 14.4 | 25 | 1259 | 1506 | 748 | 340 | 812 | 309 | 506 | 508 | 378 | 220 | 499 | 264 | 375 | 285 | 176 | 113 | 110^ | 88^ | 85^ | 54^ |
| TUE. | 10.00P | 60 | ABC | A | 99 | 99 | B | 14.1 | 24 | 1232 | 1529 | 776 | 343 | 857 | 334 | 564 | 538 | 392 | 229 | 492 | 217 | 349 | 302 | 217 | 124 | 90 | 56 | 90 | 53 |
| 10.00 - 10.30 | | | | | | | A | 15.3 | 25 | 1337 | 1509 | 748 | 356 | 813 | 316 | 520 | 510 | 378 | 210 | 485 | 260 | 370 | 288 | 171 | 104^ | 109 | 87^ | 102^ | 61^ |
| 10.30 - 11.00 | | | | | | | A | 13.6 | 25 | 1189 | 1482 | 744 | 317 | 805 | 298 | 486 | 499 | 378 | 229 | 507 | 265 | 375 | 273 | 178 | 123 | 107^ | 85^ | 63^ | 45^ |
| KATE & ALLIE | | | | 6 | 208 | | A | 19.5 | 29 | 1704 | 1565 | 778 | 315 | 835 | 251 | 399 | 397 | 364 | 362 | 395 | 102^ | 160^ | 209 | 206 | 169 | 145^ | 94^ | 190 | 126^ |
| 1 MON. | 8.00P | 30 | CBS | CS | 99 | | B | 18.5 | 28 | 1617 | 1662 | 799 | 347 | 883 | 266 | 459 | 453 | 406 | 343 | 462 | 152 | 263 | 260 | 217 | 158 | 136 | 75 | 181 | 111 |
| KAY O'BRIEN | | | | 6 | 207 | | A | 11.7 | 21 | 1023 | 1477 | 791 | 360 | 901 | 262^ | 513 | 494 | 428 | 336 | 542 | 209^ | 342 | 288 | 217^ | 161^ | 6v | 6v | 28v | 28v |
| 1 THU. | 10.18P | 60 | CBS | GD | 99 | | B | 13.0 | 22 | 1136 | 1509 | 804 | 318 | 907 | 283 | 517 | 482 | 423 | 347 | 471 | 170 | 303 | 268 | 222 | 147 | 82 | 46 | 49 | 36 |
| 10.00 - 10.30 | | | | | | | A | 11.2 | 18 | 979 | 1636 | 863 | 416 | 972 | 302 | 568 | 570 | 471 | 330 | 599 | 273^ | 406 | 334 | 216^ | 155^ | LT | LT | 65v | 65v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KAY O'BRIEN-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | A | 11.9 | 21 | 1040 | 1541 | 827 | 409 | 941 | 284 | 560 | 536 | 458 | 327 | 570 | 221^ | 368 | 303 | 235^ | 167^ | LT | LT | 30v | 30v |
| 11.00 - 11.30 | | | | A | 11.8 | 24 | 1031 | 1258 | 686 | 243^ | 784 | 197^ | 394 | 373 | 345 | 356 | 452 | 143^ | 251^ | 230^ | 186^ | 154^ | 22v | 22v | LT | LT |
| KNOTS LANDING | 7 | 207 | | A | 14.2 | 21 | 1241 | 1603 | 858 | 412 | 934 | 288 | 548 | 524 | 453 | 325 | 499 | 193^ | 340 | 289 | 229 | 131^ | 23v | 15v | 147^ | 128^ |
| 1 THU. 9.18P 60 CBS GD | | 99 | | B | 16.3 | 25 | 1425 | 1631 | 855 | 354 | 959 | 326 | 571 | 522 | 422 | 331 | 459 | 189 | 313 | 254 | 195 | 130 | 107 | 48 | 106 | 70 |
| 9.00 - 9.30 | | | | A | 11.5 | 16 | 1005 | 1579 | 814 | 372 | 870 | 234^ | 472 | 457 | 431 | 339 | 472 | 161^ | 291 | 271^ | 215^ | 158^ | 92^ | 92^ | 145^ | 124^ |
| 9.30 - 10.00 | | | | A | 14.4 | 21 | 1259 | 1566 | 853 | 410 | 915 | 287 | 564 | 529 | 453 | 304 | 473 | 176^ | 331 | 280 | 230 | 119^ | 14v | LT | 164^ | 133^ |
| 10.00 - 10.30 | | | | A | 15.7 | 23 | 1372 | 1664 | 885 | 436 | 992 | 318 | 560 | 544 | 460 | 351 | 551 | 237 | 381 | 312 | 231 | 136^ | LT | LT | 121^ | 121^ |
| KNOTS LANDING | 1 | | 207 | A | 20.0 | 34 | 1748 | 1435 | 841 | 339 | 928 | 331 | 548 | 503 | 365 | 324 | 428 | 185 | 286 | 176 | 188 | 130^ | 44^ | 11v | 35v | 17v |
| 2 THU. 10.00P 60 CBS GD | | | 99 | B | 20.0 | 34 | 1748 | 1435 | 841 | 339 | 928 | 331 | 548 | 503 | 365 | 324 | 428 | 185 | 286 | 176 | 188 | 130 | 44 | 11 | 35 | 17 |
| 10.00 - 10.30 | | | | A | 20.0 | 32 | 1748 | 1431 | 856 | 359 | 942 | 332 | 553 | 508 | 375 | 325 | 414 | 178 | 275 | 169 | 182 | 130^ | 34v | LT | 41v | 15v |
| 10.30 - 11.00 | | | | A | 20.0 | 35 | 1748 | 1431 | 825 | 318 | 911 | 327 | 539 | 492 | 354 | 325 | 439 | 193 | 296 | 183 | 192 | 127^ | 51^ | 21v | 30v | 17v |
| LIFE:50 YEARS(S) | | 208 | | A | 10.2 | 18 | 891 | 1450 | 683 | 302^ | 783 | 157^ | 337 | 376 | 339 | 395 | 599 | 229^ | 335 | 328 | 288^ | 213^ | LT | LT | 65v | 31v |
| 1 SAT. 9.00P 120 ABC GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 8.2 | 14 | 717 | 1474 | 656 | 278^ | 766 | 152^ | 317^ | 362^ | 279^ | 404 | 638 | 227^ | 331^ | 313^ | 299^ | 264^ | LT | LT | 70v | 19v |
| 9.30 - 10.00 | | | | A | 10.4 | 18 | 909 | 1460 | 692 | 326 | 786 | 155^ | 365 | 406 | 345 | 380 | 596 | 245^ | 342 | 331 | 281^ | 195^ | LT | LT | 78v | 64v |
| 10.00 - 10.30 | | | | A | 10.9 | 19 | 953 | 1454 | 706 | 305 | 786 | 155^ | 328 | 360 | 356 | 402 | 597 | 237^ | 343 | 336 | 288^ | 208^ | LT | LT | 71v | 29v |
| 10.30 - 11.00 | | | | A | 11.1 | 20 | 970 | 1426 | 688 | 297 | 796 | 167^ | 338 | 371 | 365 | 403 | 576 | 208^ | 327 | 332 | 285^ | 201^ | 13v | LT | 41v | 14v |
| LIFE WITH LUCY | 6 | 200 | | A | 6.6 | 12 | 577 | 1527 | 621 | 236^ | 686 | 111v | 235^ | 267^ | 234^ | 407^ | 641 | 189^ | 295^ | 325^ | 258^ | 282^ | 75v | 57v | 125^ | 76v |
| 1 SAT. 8.00P 30 ABC CS | | 95 | | B | 10.3 | 19 | 900 | 1698 | 742 | 301 | 873 | 258 | 453 | 441 | 365 | 359 | 515 | 166 | 284 | 268 | 225 | 199 | 80 | 55 | 230 | 154 |
| L.A. LAW | 6 | 205 | 205 | A | 15.5 | 27 | 1355 | 1456 | 714 | 322 | 792 | 294 | 505 | 493 | 402 | 219 | 517 | 146 | 338 | 345 | 319 | 150 | 76^ | 46^ | 71^ | 46^ |
| FRI. 10.00P 60 NBC GD | | 99 | 99 | B | 15.6 | 27 | 1363 | 1572 | 720 | 344 | 792 | 276 | 503 | 518 | 422 | 219 | 638 | 231 | 435 | 391 | 329 | 173 | 70 | 37 | 72 | 40 |
| 10.00 - 10.30 | | | | A | 15.6 | 26 | 1363 | 1459 | 710 | 313 | 782 | 286 | 504 | 496 | 404 | 209 | 520 | 159 | 342 | 346 | 307 | 150 | 87^ | 49^ | 70^ | 49^ |
| 10.30 - 11.00 | | | | A | 15.5 | 27 | 1355 | 1434 | 714 | 329 | 794 | 296 | 502 | 490 | 398 | 224 | 509 | 132 | 329 | 342 | 325 | 149 | 63^ | 41^ | 68^ | 43^ |
| LOVE BOAT SPECIAL(S) | | | 199 | A | 9.8 | 16 | 857 | 1445 | 624 | 322^ | 756 | 189^ | 360 | 347 | 357 | 351 | 467 | 110^ | 223^ | 270^ | 249^ | 197^ | 68v | 28v | 154^ | 111^ |
| 2 FRI. 9.00P 120 ABC CS | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 9.5 | 15 | 830 | 1399 | 570 | 306^ | 709 | 159^ | 301^ | 280^ | 314^ | 355 | 425 | 98^ | 186^ | 231^ | 211^ | 194^ | 85v | 23v | 180^ | 121^ |
| 9.30 - 10.00 | | | | A | 9.1 | 14 | 795 | 1418 | 596 | 321^ | 731 | 155^ | 307^ | 295^ | 329^ | 366 | 414 | 88v | 170^ | 217^ | 200^ | 197^ | 92^ | 13v | 181^ | 119^ |
| 10.00 - 10.30 | | | | A | 10.1 | 17 | 883 | 1498 | 644 | 391 | 799 | 242^ | 421 | 392 | 391 | 336 | 500 | 129^ | 259^ | 313^ | 280^ | 187^ | 66v | 36v | 133^ | 100^ |
| 10.30 - 11.00 | | | | A | 10.5 | 18 | 918 | 1454 | 673 | 267^ | 778 | 196^ | 406 | 408 | 389 | 345 | 519 | 121^ | 267^ | 315 | 295^ | 204^ | 31v | 31v | 126^ | 104^ |
| MACGYVER | 6 | 205 | 201 | A | 15.2 | 23 | 1328 | 1910 | 696 | 319 | 815 | 206 | 416 | 426 | 420 | 315 | 759 | 231 | 470 | 435 | 398 | 228 | 144 | 83^ | 192 | 137 |
| MON. 8.00P 60 ABC A | | 98 | 97 | B | 14.7 | 23 | 1285 | 1759 | 647 | 277 | 732 | 201 | 387 | 390 | 350 | 278 | 723 | 204 | 428 | 404 | 382 | 248 | 116 | 60 | 188 | 130 |
| 8.00 - 8.30 | | | | A | 14.0 | 21 | 1224 | 1910 | 694 | 316 | 814 | 205 | 400 | 411 | 409 | 330 | 758 | 235 | 460 | 433 | 399 | 235 | 136 | 86^ | 202 | 141 |
| 8.30 - 9.00 | | | | A | 16.4 | 25 | 1433 | 1898 | 695 | 321 | 813 | 209 | 431 | 437 | 425 | 300 | 753 | 226 | 472 | 434 | 395 | 220 | 148 | 78^ | 184 | 132 |
| MAGNUM, P.I. | 6 | 208 | 208 | A | 17.4 | 26 | 1521 | 1563 | 709 | 272 | 760 | 204 | 405 | 397 | 412 | 314 | 646 | 214 | 399 | 405 | 338 | 197 | 111 | 47^ | 46^ | 25^ |
| 1 WED. 9.00P 60 CBS PD | | 99 | 99 | B | 16.6 | 25 | 1451 | 1692 | 732 | 302 | 803 | 236 | 465 | 442 | 400 | 294 | 658 | 245 | 446 | 416 | 320 | 173 | 125 | 50 | 106 | 69 |
| 2 WED. 8.44P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 14.2 | 22 | 1241 | 1503 | 701 | 310 | 795 | 177^ | 392 | 383 | 457 | 366 | 627 | 150^ | 313 | 356 | 375 | 257 | 44v | 13v | 37v | 18v |
| 9.00 - 9.30 | | | | A | 17.6 | 26 | 1538 | 1557 | 714 | 281 | 763 | 201 | 399 | 391 | 412 | 327 | 643 | 210 | 394 | 407 | 343 | 196 | 108 | 41^ | 43^ | 24^ |
| 9.30 - 10.00 | | | | A | 18.5 | 28 | 1617 | 1560 | 695 | 243 | 735 | 209 | 411 | 398 | 397 | 284 | 649 | 236 | 423 | 413 | 315 | 181 | 128 | 61^ | 48^ | 24^ |
| MATLOCK | 6 | 210 | 210 | A | 16.8 | 25 | 1468 | 1678 | 745 | 320 | 837 | 149 | 305 | 353 | 418 | 429 | 624 | 144 | 306 | 261 | 299 | 282 | 98 | 76^ | 119 | 70^ |
| TUE. 8.00P 60 NBC GD | | 99 | 99 | B | 18.0 | 27 | 1573 | 1624 | 754 | 298 | 830 | 177 | 361 | 377 | 387 | 402 | 620 | 157 | 323 | 299 | 309 | 255 | 82 | 52 | 92 | 60 |
| 8.00 - 8.30 | | | | A | 16.5 | 25 | 1442 | 1661 | 729 | 310 | 821 | 141 | 291 | 336 | 411 | 427 | 621 | 146 | 302 | 252 | 293 | 279 | 93^ | 70^ | 126 | 79^ |
| 8.30 - 9.00 | | | | A | 17.2 | 25 | 1503 | 1678 | 756 | 327 | 846 | 156 | 319 | 366 | 423 | 426 | 621 | 141 | 306 | 270 | 302 | 280 | 99 | 79^ | 112 | 62^ |
| MIAMI VICE | 7 | 213 | 212 | A | 17.6 | 28 | 1538 | 1735 | 688 | 321 | 781 | 303 | 515 | 462 | 372 | 210 | 599 | 240 | 418 | 411 | 309 | 148 | 170 | 103 | 185 | 142 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MIAMI VICE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI. 9.00P 60 NBC OP | | 99 | 99 | B | 17.6 | 28 | 1538 | 1722 | 679 | 342 | 758 | 301 | 518 | 493 | 370 | 186 | 661 | 265 | 481 | 429 | 314 | 151 | 136 | 73 | 167 | 125 |
| 9.00 - 9.30 | | | | A | 17.2 | 27 | 1503 | 1766 | 686 | 315 | 786 | 313 | 514 | 449 | 362 | 217 | 603 | 243 | 422 | 414 | 304 | 144 | 181 | 108 | 196 | 151 |
| 9.30 - 10.00 | | | | A | 18.0 | 28 | 1573 | 1700 | 692 | 330 | 777 | 299 | 518 | 471 | 376 | 204 | 595 | 234 | 415 | 409 | 313 | 152 | 157 | 96 | 171 | 132 |
| MIKE HAMMER | 1 | 204 | | A | 12.2 | 18 | 1066 | 1549 | 755 | 121^ | 755 | 134^ | 275 | 345 | 370 | 394 | 651 | 146^ | 374 | 358 | 352 | 251^ | 46v | LT | 97^ | 52v |
| 1 WED. 8.00P 60 CBS PD | | 99 | | B | 12.2 | 18 | 1066 | 1549 | 755 | 121 | 755 | 134 | 275 | 345 | 370 | 394 | 651 | 146 | 374 | 358 | 352 | 251 | 46 | LT | 97 | 52 |
| 8.00 - 8.30 | | | | A | 12.1 | 18 | 1058 | 1543 | 753 | 116^ | 753 | 129^ | 263 | 329 | 364 | 407 | 637 | 153^ | 366 | 337 | 334 | 248^ | 33v | LT | 120^ | 61v |
| 8.30 - 9.00 | | | | A | 12.3 | 18 | 1075 | 1543 | 750 | 123^ | 750 | 136^ | 283 | 358 | 372 | 378 | 660 | 137^ | 380 | 377 | 369 | 251^ | 59v | LT | 74^ | 43v |
| MR. BELVEDERE | 6 | 203 | 199 | A | 14.1 | 23 | 1232 | 1863 | 757 | 350 | 866 | 266 | 506 | 425 | 378 | 341 | 451 | 129 | 224 | 225 | 205 | 183 | 159 | 107^ | 387 | 217 |
| FRI. 8.30P 30 ABC CS | | 97 | 95 | B | 13.0 | 21 | 1136 | 1858 | 726 | 299 | 832 | 273 | 481 | 415 | 344 | 321 | 450 | 136 | 246 | 225 | 206 | 173 | 164 | 103 | 412 | 274 |
| MOONLIGHTING | 5 | 211 | 212 | A | 25.2 | 38 | 2202 | 1781 | 809 | 385 | 910 | 411 | 671 | 605 | 396 | 180 | 591 | 314 | 477 | 403 | 228 | 90 | 175 | 102 | 105 | 76 |
| TUE. 9.00P 60 ABC PD | | 99 | 99 | B | 24.3 | 36 | 2124 | 1803 | 806 | 377 | 905 | 426 | 676 | 598 | 386 | 175 | 606 | 307 | 478 | 416 | 245 | 105 | 179 | 94 | 113 | 82 |
| 9.00 - 9.30 | | | | A | 25.2 | 37 | 2202 | 1796 | 817 | 385 | 921 | 415 | 677 | 605 | 400 | 183 | 586 | 313 | 467 | 390 | 222 | 92 | 175 | 103 | 114 | 86 |
| 9.30 - 10.00 | | | | A | 25.3 | 38 | 2211 | 1753 | 800 | 383 | 896 | 405 | 663 | 601 | 388 | 179 | 593 | 310 | 482 | 412 | 234 | 90 | 172 | 100 | 92 | 68 |
| MURDER, SHE WROTE | 7 | 207 | 208 | A | 27.0 | 38 | 2360 | 1597 | 815 | 314 | 910 | 180 | 396 | 419 | 442 | 442 | 572 | 123 | 265 | 278 | 298 | 261 | 60 | 36^ | 55^ | 31^ |
| 1 SUN. 8.00P 60 CBS SM | | 99 | 99 | B | 26.0 | 38 | 2272 | 1597 | 810 | 318 | 888 | 168 | 396 | 415 | 439 | 423 | 568 | 123 | 270 | 282 | 284 | 258 | 55 | 29 | 86 | 59 |
| 2 SUN. 8.33P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 24.4 | 36 | 2133 | 1637 | 847 | 289 | 934 | 153 | 380 | 418 | 463 | 475 | 620 | 119^ | 265 | 286 | 331 | 293 | 62^ | 41^ | 21v | 14v |
| 8.30 - 9.00 | | | | A | 26.8 | 38 | 2342 | 1599 | 806 | 314 | 902 | 176 | 383 | 410 | 435 | 444 | 568 | 126 | 267 | 272 | 293 | 259 | 58^ | 32^ | 71 | 39^ |
| 9.00 - 9.30 | | | | A | 30.1 | 42 | 2631 | 1556 | 804 | 327 | 903 | 204 | 427 | 431 | 434 | 413 | 535 | 117 | 257 | 274 | 282 | 239 | 62^ | 36^ | 56^ | 31^ |
| MY SISTER SAM | 3 | 208 | | A | 18.2 | 27 | 1591 | 1529 | 752 | 330 | 820 | 251 | 433 | 411 | 353 | 337 | 382 | 111^ | 182 | 218 | 190 | 144^ | 147^ | 112^ | 180 | 139^ |
| 1 MON. 8.30P 30 CBS CS | | 99 | | B | 18.7 | 28 | 1634 | 1612 | 770 | 354 | 846 | 279 | 466 | 439 | 354 | 322 | 421 | 137 | 239 | 251 | 203 | 134 | 149 | 91 | 196 | 128 |
| NBC MONDAY NIGHT MOVIES | 7 | 200 | 200 | A | 21.7 | 34 | 1897 | 1633 | 828 | 361 | 923 | 355 | 608 | 565 | 416 | 252 | 440 | 175 | 284 | 257 | 203 | 129 | 168 | 113 | 102 | 70^ |
| MON. 9.00P 120 NBC FF | | 99 | 99 | B | 19.6 | 31 | 1713 | 1648 | 815 | 374 | 925 | 350 | 597 | 536 | 410 | 265 | 473 | 172 | 300 | 292 | 230 | 135 | 153 | 89 | 97 | 67 |
| 9.00 - 9.30 | | | | A | 22.0 | 32 | 1923 | 1667 | 825 | 361 | 909 | 334 | 595 | 558 | 410 | 252 | 443 | 162 | 278 | 256 | 211 | 130 | 180 | 122 | 135 | 100 |
| 9.30 - 10.00 | | | | A | 22.2 | 33 | 1940 | 1629 | 829 | 365 | 918 | 356 | 612 | 567 | 409 | 250 | 438 | 177 | 285 | 259 | 201 | 125 | 166 | 110 | 107 | 78 |
| 10.00 - 10.30 | | | | A | 21.9 | 35 | 1914 | 1615 | 839 | 357 | 932 | 363 | 615 | 574 | 425 | 248 | 434 | 179 | 286 | 254 | 199 | 127 | 162 | 109 | 87 | 53^ |
| 10.30 - 11.00 | | | | A | 20.8 | 35 | 1818 | 1603 | 815 | 358 | 929 | 365 | 607 | 559 | 417 | 253 | 438 | 183 | 287 | 253 | 196 | 130 | 158 | 110 | 78^ | 48^ |
| NBC NEWS DIGEST-M-F | 35 | 150 | 149 | A | 12.9 | 19 | 1127 | 1813 | 768 | 319 | 861 | 307 | 506 | 438 | 362 | 301 | 551 | 191 | 347 | 338 | 270 | 166 | 169 | 109 | 232 | 157 |
| 1 MTUF 8.58P 1 NBC N | | 76 | 76 | B | 13.2 | 20 | 1154 | 1845 | 722 | 335 | 821 | 286 | 493 | 439 | 358 | 280 | 608 | 201 | 374 | 354 | 289 | 195 | 167 | 89 | 249 | 173 |
| 1 WED. 9.19P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 9.28P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 8.28P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU&TH 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-2-M-F | 17 | 163 | 163 | A | 12.2 | 19 | 1066 | 1673 | 755 | 345 | 851 | 306 | 525 | 478 | 385 | 261 | 576 | 229 | 403 | 378 | 278 | 146 | 103 | 56^ | 143 | 102 |
| 1 MON. 9.55P 1 NBC N | | 85 | 85 | B | 12.5 | 19 | 1093 | 1718 | 759 | 349 | 851 | 308 | 538 | 490 | 398 | 256 | 584 | 220 | 411 | 378 | 287 | 146 | 127 | 62 | 156 | 115 |
| 1 W & F 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU&TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-SAT | 7 | 157 | 159 | A | 16.4 | 27 | 1433 | 1828 | 798 | 406 | 903 | 266 | 475 | 419 | 361 | 384 | 452 | 139 | 238 | 216 | 198 | 190 | 163 | 96^ | 310 | 204 |
| SAT. 8.58P 1 NBC N | | 78 | 79 | B | 17.3 | 30 | 1512 | 1778 | 706 | 315 | 806 | 228 | 424 | 391 | 345 | 343 | 555 | 166 | 286 | 263 | 241 | 237 | 142 | 73 | 275 | 193 |
| NBC NEWS DIGEST-2-SAT. | 2 | | 173 | A | 14.1 | 24 | 1232 | 1756 | 846 | 450 | 892 | 238 | 446 | 434 | 417 | 384 | 450 | 139^ | 218^ | 197^ | 209^ | 207^ | 174^ | 130^ | 240 | 208^ |
| 2 SAT. 9.58P 1 NBC N | | | 87 | B | 16.2 | 28 | 1416 | 1737 | 760 | 367 | 855 | 214 | 453 | 437 | 387 | 348 | 469 | 124 | 237 | 217 | 205 | 217 | 182 | 122 | 231 | 192 |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-SUN | 7 | 151 | 153 | A | 11.3 | 16 | 988 | 2016 | 740 | 337 | 914 | 398 | 607 | 460 | 356 | 272 | 664 | 319 | 456 | 359 | 256 | 158 | 199 | 125^ | 239 | 141^ |
| 1 SUN. 9.31P 1 NBC N | | 78 | 79 | B | 12.8 | 19 | 1119 | 1858 | 689 | 307 | 784 | 314 | 498 | 409 | 333 | 245 | 667 | 230 | 431 | 407 | 331 | 191 | 192 | 93 | 215 | 137 |
| 2 SUN. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-2-SUN. | 4 | 167 | | A | 12.3 | 20 | 1075 | 1548 | 748 | 372 | 873 | 323 | 565 | 536 | 376 | 279 | 500 | 225^ | 349 | 331 | 201^ | 111^ | 152^ | 100^ | 23v | 23v |
| 1 SUN. 10.48P 1 NBC N | | 87 | | B | 16.6 | 27 | 1451 | 1701 | 791 | 307 | 881 | 340 | 578 | 495 | 381 | 260 | 546 | 167 | 354 | 357 | 299 | 160 | 184 | 79 | 90 | 79 |
| NBC NIGHTLY NEWS-SAT. | 6 | 174 | 172 | A | 13.4 | 25 | 1171 | 1312 | 580 | 150 | 629 | 67^ | 164 | 189 | 248 | 424 | 600 | 143 | 258 | 289 | 247 | 311 | 56^ | 16v | 27v | 7v |
| SAT. 6.30P 30 NBC N | | 94 | 93 | B | 11.2 | 23 | 979 | 1397 | 607 | 143 | 686 | 96 | 200 | 228 | 269 | 423 | 603 | 142 | 253 | 267 | 264 | 314 | 48 | 6 | 60 | 33 |
| NBC NIGHTLY NEWS-SUN | 3 | | 159 | A | 8.7 | 15 | 760 | 1192 | 670 | 174^ | 713 | 53v | 171^ | 272^ | 344^ | 441 | 430 | 44v | 138^ | 187^ | 230^ | 243^ | 27v | LT | 22v | 22v |
| 2 SUN. 6.30P 30 NBC N | | | 82 | B | 6.9 | 13 | 603 | 1400 | 728 | 209 | 777 | 122 | 252 | 312 | 360 | 435 | 559 | 144 | 272 | 312 | 235 | 240 | 27 | LT | 37 | 29 |
| NBC NIGHTLY NEWS | 30 | 204 | 202 | A | 12.3 | 21 | 1075 | 1527 | 695 | 236 | 745 | 148 | 276 | 309 | 350 | 389 | 636 | 156 | 281 | 266 | 257 | 316 | 69 | 45^ | 77 | 48^ |
| M-F 6.30P 30 NBC N | | 99 | 99 | B | 11.3 | 21 | 988 | 1483 | 680 | 206 | 725 | 140 | 257 | 289 | 321 | 397 | 630 | 148 | 277 | 278 | 261 | 313 | 51 | 33 | 77 | 48 |
| NBC SUNDAY NIGHT MOVIE | 6 | 201 | 199 | A | 17.2 | 29 | 1503 | 1802 | 763 | 349 | 883 | 376 | 594 | 490 | 361 | 247 | 636 | 283 | 459 | 404 | 270 | 135 | 161 | 98 | 122 | 97 |
| 1 SUN. 9.33P 164 NBC FF | | 99 | 99 | B | 18.0 | 29 | 1573 | 1791 | 777 | 325 | 865 | 362 | 584 | 500 | 365 | 234 | 643 | 263 | 464 | 424 | 301 | 144 | 180 | 72 | 103 | 78 |
| 2 SUN. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.1 | 26 | 1582 | 2135 | 746 | 293 | 875 | 395 | 641 | 491 | 355 | 185 | 723 | 305 | 553 | 546 | 357 | 130^ | 236 | 137^ | 301 | 213 |
| 9.30 - 10.00 | | | | A | 17.6 | 26 | 1538 | 1987 | 799 | 348 | 926 | 395 | 636 | 514 | 380 | 251 | 678 | 280 | 497 | 467 | 322 | 131 | 205 | 114 | 178 | 139 |
| 10.00 - 10.30 | | | | A | 17.6 | 27 | 1538 | 1876 | 782 | 358 | 908 | 394 | 627 | 505 | 372 | 245 | 677 | 306 | 497 | 427 | 291 | 137 | 160 | 94 | 131 | 106 |
| 10.30 - 11.00 | | | | A | 17.0 | 28 | 1486 | 1830 | 764 | 369 | 901 | 397 | 621 | 494 | 366 | 237 | 673 | 313 | 494 | 410 | 283 | 133 | 172 | 101 | 84^ | 71^ |
| 11.00 - 11.30 | | | | A | 16.5 | 30 | 1442 | 1438 | 732 | 365 | 838 | 310 | 494 | 450 | 340 | 309 | 483 | 204 | 310 | 266 | 181^ | 131^ | 89^ | 67^ | 28v | 28v |
| 11.30 - 12.00 | | | | A | 16.9 | 41 | 1477 | 1477 | 733 | 365 | 836 | 343 | 510 | 465 | 338 | 279 | 524 | 251 | 346 | 278 | 170^ | 143^ | 95^ | 80^ | 22v | 22v |
| 12.00 - 12.30 | | | | A | 15.1 | 46 | 1320 | 1347 | 725 | 324 | 791 | 335 | 479 | 469 | 316 | 258 | 468 | 242 | 323 | 256 | 116^ | 145^ | 76^ | 62^ | 12v | 12v |
| NEWHART | 5 | | 208 | A | 17.0 | 24 | 1486 | 1729 | 873 | 348 | 931 | 313 | 548 | 484 | 355 | 346 | 541 | 155^ | 356 | 381 | 315 | 145^ | 26v | 14v | 231 | 159^ |
| 2 MON. 9.00P 30 CBS CS | | | 99 | B | 19.9 | 29 | 1739 | 1739 | 829 | 375 | 916 | 301 | 525 | 503 | 408 | 328 | 555 | 212 | 384 | 341 | 263 | 148 | 114 | 58 | 154 | 104 |
| NEWSBREAK-M-F | 35 | 169 | 167 | A | 12.3 | 19 | 1075 | 1524 | 778 | 267 | 865 | 227 | 417 | 385 | 391 | 401 | 497 | 134 | 257 | 250 | 248 | 208 | 79 | 33^ | 83 | 67 |
| 1 M & TU 9.56P 1 CBS N | | 77 | 76 | B | 12.5 | 19 | 1093 | 1587 | 809 | 316 | 901 | 252 | 465 | 438 | 419 | 382 | 511 | 146 | 283 | 257 | 256 | 202 | 85 | 37 | 90 | 68 |
| 1 W & F 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 10.15P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTHF 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 9.54P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 9.43P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 7 | 183 | 172 | A | 8.3 | 14 | 725 | 1508 | 655 | 161^ | 698 | 67^ | 330 | 348 | 436 | 340 | 689 | 159^ | 348 | 374 | 380 | 278 | 60^ | 10v | 61^ | 40v |
| 1 SAT. 9.58P 1 CBS N | | 79 | 80 | B | 7.7 | 13 | 673 | 1659 | 701 | 311 | 790 | 197 | 443 | 422 | 400 | 312 | 684 | 206 | 410 | 395 | 339 | 232 | 96 | 27 | 89 | 61 |
| 2 SAT. 9.49P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | 7 | 175 | 170 | A | 13.6 | 21 | 1189 | 1543 | 785 | 287 | 886 | 263 | 485 | 477 | 390 | 350 | 576 | 181 | 340 | 333 | 287 | 210 | 26v | 14v | 55^ | 40^ |
| 1 SUN. 9.56P 2 CBS N | | 82 | 79 | B | 15.6 | 24 | 1363 | 1528 | 800 | 317 | 893 | 243 | 451 | 453 | 419 | 376 | 515 | 147 | 278 | 277 | 253 | 211 | 58 | 37 | 62 | 44 |
| 2 SUN. 10.23P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL FOOTBALL SPECIAL(S) | | | 207 | A | 12.1 | 19 | 1058 | 1518 | 487 | 150^ | 528 | 123^ | 285 | 275 | 317 | 208^ | 857 | 284 | 551 | 566 | 413 | 247^ | 48v | 25v | 85^ | 24v |
| 2 THU. 8.00P 198 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 9.3 | 14 | 813 | 1502 | 542 | 209^ | 565 | 116^ | 255^ | 270^ | 333^ | 272^ | 771 | 224^ | 392 | 480 | 356 | 291^ | 114^ | 86v | 52v | 24v |
| 8.30 - 9.00 | | | | A | 10.6 | 16 | 926 | 1418 | 512 | 175^ | 552 | 98^ | 280^ | 275^ | 353 | 237^ | 732 | 196^ | 367 | 448 | 334 | 284^ | 91^ | 47v | 43v | 22v |
| 9.00 - 9.30 | | | | A | 12.3 | 18 | 1075 | 1612 | 506 | 142^ | 562 | 132^ | 314 | 287 | 353 | 214^ | 873 | 292 | 538 | 551 | 422 | 256^ | 61v | 9v | 116^ | 22v |
| 9.30 - 10.00 | | | | A | 12.7 | 19 | 1110 | 1559 | 549 | 151^ | 584 | 170^ | 340 | 302 | 332 | 214^ | 850 | 304 | 555 | 571 | 382 | 234^ | 18v | LT | 107^ | 21v |
| 10.00 - 10.30 | | | | A | 14.2 | 22 | 1241 | 1589 | 444 | 119^ | 507 | 118^ | 280 | 282 | 294 | 186^ | 924 | 331 | 665 | 660 | 443 | 224 | 35v | 35v | 123^ | 39v |
| 10.30 - 11.00 | | | | A | 12.8 | 21 | 1119 | 1483 | 458 | 130^ | 485 | 110^ | 269 | 263 | 286 | 176^ | 927 | 312 | 662 | 617 | 467 | 231^ | LT | LT | 71^ | 17v |
| 11.00 - 11.30 | | | | A | 12.7 | 23 | 1110 | 1443 | 424 | 156^ | 455 | 114^ | 236^ | 235^ | 275 | 182^ | 914 | 300 | 643 | 623 | 490 | 232^ | 25v | LT | 49v | 17v |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL MONDAY NIGHT FOOTBALL | 8 | 208 | 209 | A | 17.9 | 31 | 1564 | 1441 | 425 | 188 | 464 | 142 | 241 | 256 | 230 | 170 | 835 | 259 | 515 | 525 | 439 | 256 | 96 | 16v | 46^ | 20v |
| 1 MON. 9.00P 189 ABC SE | | 99 | 99 | B | 18.5 | 31 | 1617 | 1451 | 433 | 199 | 462 | 152 | 264 | 264 | 228 | 158 | 872 | 293 | 542 | 546 | 444 | 257 | 80 | 14 | 37 | 20 |
| 2 MON. 9.00P 229 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.4 | 27 | 1608 | 1588 | 479 | 217 | 524 | 141 | 270 | 293 | 281 | 197 | 851 | 278 | 504 | 512 | 427 | 271 | 129 | 20v | 84^ | 44^ |
| 9.30 - 10 00 | | | | A | 20.4 | 30 | 1783 | 1509 | 455 | 210 | 486 | 143 | 248 | 267 | 249 | 183 | 856 | 274 | 521 | 541 | 448 | 262 | 98 | 11v | 69^ | 28^ |
| 10.00 - 10.30 | | | | A | 20.6 | 31 | 1800 | 1476 | 417 | 199 | 465 | 173 | 251 | 254 | 202 | 159 | 858 | 272 | 521 | 532 | 444 | 264 | 102 | 18v | 51^ | 25^ |
| 10.30 - 11.00 | | | | A | 19.1 | 30 | 1669 | 1445 | 410 | 180 | 452 | 138 | 221 | 238 | 220 | 175 | 852 | 259 | 530 | 535 | 459 | 258 | 102 | 21v | 39^ | 20v |
| 11.00 - 11.30 | | | | A | 16.3 | 30 | 1425 | 1351 | 401 | 179 | 421 | 121 | 214 | 249 | 217 | 150 | 827 | 247 | 523 | 543 | 449 | 249 | 94^ | 15v | 9v | LT |
| 11.30 - 12.00 | | | | A | 16.3 | 35 | 1425 | 1407 | 436 | 177 | 477 | 134 | 246 | 266 | 239 | 177 | 827 | 250 | 523 | 518 | 436 | 256 | 78^ | 9v | 25v | 11v |
| 12.00 - 12.30 | | | | A | 14.4 | 37 | 1259 | 1304 | 382 | 141 | 437 | 141 | 251 | 241 | 214 | 150 | 781 | 241 | 498 | 492 | 399 | 244 | 62^ | 17v | 24v | LT |
| 12.30 - 1.00 | | | | A | 13.2 | 38 | 1154 | 1164 | 301 | 145^ | 359 | 122^ | 228^ | 192^ | 180^ | 109^ | 725 | 191^ | 462 | 454 | 405 | 222^ | 34v | 17v | 46v | LT |
| NIGHT COURT | 5 | 205 | 205 | A | 24.7 | 37 | 2159 | 1731 | 849 | 369 | 909 | 348 | 618 | 587 | 426 | 225 | 607 | 264 | 455 | 414 | 286 | 131 | 108 | 63^ | 107 | 86 |
| 1 THU. 10.00P 30 NBC CS | | 99 | 99 | B | 25.0 | 38 | 2185 | 1728 | 775 | 358 | 833 | 321 | 556 | 526 | 387 | 223 | 633 | 280 | 484 | 437 | 298 | 130 | 133 | 75 | 129 | 100 |
| 2 THU. 9.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1986 | 5 | 201 | 196 | A | 10.3 | 18 | 900 | 1537 | 683 | 314 | 747 | 195 | 363 | 392 | 383 | 310 | 625 | 164 | 383 | 363 | 311 | 221 | 99^ | 71^ | 66^ | 38v |
| TUE. 10.00P 60 NBC DN | | 99 | 99 | B | 10.6 | 18 | 926 | 1571 | 719 | 303 | 770 | 206 | 413 | 426 | 413 | 291 | 682 | 203 | 448 | 424 | 356 | 200 | 71 | 46 | 48 | 36 |
| 10.00 - 10.30 | | | | A | 10.7 | 18 | 935 | 1578 | 702 | 314 | 773 | 221 | 399 | 406 | 374 | 307 | 634 | 172 | 394 | 380 | 314 | 219 | 97^ | 76^ | 74^ | 50^ |
| 10.30 - 11.00 | | | | A | 9.9 | 18 | 865 | 1479 | 659 | 309 | 717 | 167 | 323 | 375 | 390 | 314 | 608 | 150^ | 363 | 340 | 304 | 225 | 98^ | 66^ | 56^ | 23v |
| OUR HOUSE | 6 | 200 | 204 | A | 13.5 | 20 | 1180 | 1853 | 792 | 322 | 883 | 259 | 474 | 439 | 395 | 346 | 557 | 189 | 331 | 305 | 257 | 191 | 176 | 101^ | 237 | 140 |
| 1 SUN. 7.33P 60 NBC GD | | 99 | 99 | B | 14.2 | 22 | 1241 | 1944 | 777 | 329 | 867 | 280 | 523 | 470 | 399 | 299 | 599 | 212 | 391 | 354 | 286 | 177 | 185 | 105 | 293 | 171 |
| 2 SUN. 7.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 13.2 | 20 | 1154 | 1549 | 716 | 298 | 823 | 160^ | 352 | 403 | 404 | 377 | 413 | 101^ | 221^ | 229^ | 212^ | 156^ | 121^ | 64^ | 192^ | 106^ |
| 7.30 - 8.00 | | | | A | 13.4 | 20 | 1171 | 1843 | 802 | 336 | 881 | 266 | 476 | 434 | 476 | 443 | 564 | 192 | 332 | 293 | 265 | 201 | 153 | 96^ | 245 | 141 |
| 8.00 - 8.30 | | | | A | 14.0 | 20 | 1224 | 2100 | 839 | 311 | 932 | 328 | 573 | 475 | 417 | 325 | 665 | 254 | 422 | 382 | 283 | 206^ | 247 | 137^ | 256 | 163^ |
| PERFECT STRANGERS | 5 | 209 | | A | 17.2 | 28 | 1503 | 2059 | 634 | 269 | 743 | 331 | 547 | 496 | 348 | 150^ | 650 | 311 | 527 | 465 | 292 | 101^ | 207 | 114^ | 459 | 302 |
| 1 WED. 8.00P 30 ABC CS | | 99 | | B | 16.9 | 27 | 1477 | 1888 | 735 | 284 | 822 | 342 | 580 | 523 | 366 | 193 | 535 | 242 | 406 | 365 | 252 | 106 | 228 | 121 | 303 | 211 |
| ST. ELSEWHERE | 6 | 205 | 205 | A | 14.4 | 24 | 1171 | 1549 | 761 | 317 | 856 | 302 | 532 | 491 | 413 | 277 | 529 | 219 | 358 | 352 | 249 | 127 | 103^ | 35^ | 61^ | 52^ |
| 1 WED. 10.00P 60 NBC GD | | 99 | 99 | B | 14.7 | 24 | 1241 | 1570 | 802 | 362 | 906 | 339 | 584 | 544 | 419 | 266 | 511 | 201 | 365 | 349 | 251 | 115 | 88 | 32 | 65 | 51 |
| 2 WED. 10.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 14.1 | 23 | 1232 | 1583 | 695 | 357 | 850 | 304 | 492 | 452 | 372 | 305 | 530 | 221^ | 334 | 369 | 244 | 127^ | 115^ | 48v | 88^ | 88^ |
| 10.30 - 11.00 | | | | A | 14.1 | 23 | 1145 | 1514 | 775 | 305 | 866 | 320 | 548 | 501 | 412 | 277 | 490 | 213 | 339 | 334 | 220 | 112^ | 102^ | 35^ | 56^ | 46^ |
| 11.00 - 11.30 | | | | A | 14.4 | 27 | 1171 | 1542 | 796 | 285 | 834 | 265 | 538 | 507 | 455 | 247 | 589 | 217^ | 413 | 360 | 307 | 154^ | 81^ | 16v | 38v | 24v |
| SCARECROW & MRS. KING | 7 | 208 | 205 | A | 15.4 | 25 | 1346 | 1649 | 834 | 369 | 927 | 195 | 424 | 438 | 460 | 439 | 500 | 136 | 272 | 259 | 272 | 198 | 51^ | 15v | 171 | 102^ |
| FRI. 8.00P 60 CBS GD | | 99 | 98 | B | 14.8 | 25 | 1294 | 1634 | 788 | 343 | 895 | 209 | 439 | 433 | 425 | 399 | 513 | 140 | 281 | 276 | 265 | 195 | 70 | 32 | 156 | 93 |
| 8.00 - 8.30 | | | | A | 14.8 | 24 | 1294 | 1670 | 838 | 378 | 927 | 197 | 421 | 438 | 454 | 444 | 501 | 144 | 279 | 262 | 264 | 195 | 47^ | 7v | 195 | 111 |
| 8.30 - 9.00 | | | | A | 16.0 | 26 | 1398 | 1624 | 830 | 362 | 926 | 192 | 425 | 438 | 467 | 434 | 497 | 125 | 264 | 255 | 278 | 202 | 54^ | 20v | 147 | 94^ |
| SIDEKICKS | 5 | 200 | | A | 9.8 | 15 | 857 | 1620 | 655 | 265^ | 660 | 213^ | 478 | 440 | 426 | 164^ | 531 | 152^ | 317^ | 326 | 313^ | 170^ | 115^ | LT | 314^ | 226^ |
| 1 FRI. 9.30P 30 ABC OP | | 99 | | B | 10.3 | 17 | 900 | 1858 | 691 | 360 | 749 | 257 | 476 | 452 | 381 | 232 | 531 | 186 | 353 | 329 | 264 | 159 | 186 | 95 | 392 | 291 |
| SIDEKICKS | 1 | | 196 | A | 9.3 | 16 | 813 | 1867 | 620 | 278^ | 663 | 157^ | 422 | 422 | 338^ | 241^ | 547 | 123^ | 385 | 385 | 331^ | 162^ | 90^ | 51v | 567 | 457 |
| 2 SAT. 8.00P 30 ABC OP | | | 94 | B | 9.3 | 16 | 813 | 1867 | 620 | 278 | 663 | 157 | 422 | 422 | 338 | 241 | 547 | 123 | 385 | 385 | 331 | 162 | 90 | 51 | 567 | 457 |
| SIMON & SIMON | 7 | 208 | 207 | A | 14.9 | 22 | 1302 | 1494 | 729 | 326 | 872 | 202 | 400 | 393 | 428 | 397 | 464 | 100^ | 225 | 248 | 284 | 206 | 49^ | 20v | 109^ | 64^ |
| 1 THU. 8.18P 60 CBS PD | | 99 | 99 | B | 13.2 | 20 | 1154 | 1639 | 749 | 295 | 867 | 200 | 414 | 416 | 424 | 381 | 556 | 130 | 295 | 291 | 316 | 225 | 74 | 37 | 142 | 90 |
| 2 THU. 9.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.6 | 17 | 1014 | 1559 | 733 | 331 | 834 | 176^ | 370 | 411 | 449 | 365 | 522 | 118^ | 288 | 346 | 306 | 165^ | 32v | 5v | 171^ | 98^ |
| 8.30 - 9.00 | | | | A | 12.7 | 18 | 1110 | 1512 | 782 | 331 | 844 | 129^ | 351 | 428 | 502 | 390 | 526 | 128^ | 296 | 325 | 298 | 178^ | 26v | 5v | 116^ | 72^ |
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SIMON & SIMON-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 15.3 | 22 | 1337 | 1521 | 732 | 340 | 883 | 219 | 418 | 378 | 412 | 403 | 462 | 99^ | 205 | 220 | 281 | 231 | 65^ | 45^ | 111 | 68^ |
| 9.30 - 10.00 | | | | A | 17.5 | 26 | 1530 | 1431 | 696 | 301 | 893 | 232 | 421 | 380 | 401 | 412 | 410 | 79^ | 182^ | 205 | 269 | 205 | 46v | LT | 82^ | 41v |
| 60 MINUTES | | 8 | 209 209 | A | 25.3 | 38 | 2211 | 1639 | 698 | 279 | 780 | 154 | 321 | 355 | 365 | 384 | 697 | 177 | 346 | 370 | 344 | 297 | 58^ | 27^ | 104 | 54^ |
| 1 SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 23.1 | 37 | 2019 | 1576 | 709 | 282 | 769 | 146 | 332 | 359 | 372 | 371 | 684 | 173 | 339 | 357 | 334 | 289 | 48 | 15 | 75 | 47 |
| 2 SUN. 7.33P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 21.9 | 34 | 1914 | 1583 | 720 | 239 | 787 | 128^ | 301 | 336 | 372 | 415 | 692 | 182 | 306 | 335 | 340 | 317 | 43^ | 10v | 61^ | 18v |
| 7.30 - 8.00 | | | | A | 25.2 | 38 | 2202 | 1649 | 700 | 272 | 769 | 154 | 317 | 356 | 357 | 375 | 728 | 197 | 366 | 389 | 351 | 306 | 54^ | 30^ | 98 | 41^ |
| 8.00 - 8.30 | | | | A | 28.8 | 41 | 2517 | 1650 | 677 | 315 | 787 | 175 | 342 | 365 | 366 | 369 | 655 | 143 | 343 | 361 | 338 | 276 | 67^ | 30^ | 141 | 97^ |
| SLEDGE HAMMER | | 5 | 202 | A | 10.1 | 16 | 883 | 1828 | 736 | 325 | 741 | 282^ | 530 | 497 | 407 | 183^ | 493 | 135^ | 280^ | 303^ | 302^ | 157^ | 148^ | 46v | 446 | 327 |
| 1 FRI. 9.00P 30 ABC CS | | 99 | | B | 10.6 | 17 | 926 | 1923 | 723 | 344 | 777 | 320 | 495 | 419 | 348 | 242 | 553 | 213 | 375 | 318 | 263 | 157 | 197 | 100 | 396 | 278 |
| SLEDGE HAMMER | | 1 | 196 | A | 9.3 | 15 | 813 | 2148 | 700 | 291^ | 749 | 206^ | 433 | 491 | 406 | 258^ | 552 | 146^ | 423 | 423 | 382 | 129^ | 143^ | 104^ | 704 | 577 |
| 2 SAT. 8.30P 30 ABC CS | | | 93 | B | 9.3 | 15 | 813 | 2148 | 700 | 291 | 749 | 206 | 433 | 491 | 406 | 258 | 552 | 146 | 423 | 423 | 382 | 129 | 143 | 104 | 704 | 577 |
| SPECIAL MOVIE PRSNT-MON(S) | | 208 | | A | 12.2 | 19 | 1066 | 1422 | 727 | 154^ | 841 | 133^ | 292 | 309 | 368 | 502 | 458 | 102^ | 155^ | 182^ | 159^ | 258^ | 57v | 50v | 66v | 65v |
| 1 MON. 9.00P 120 CBS FF | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 12.6 | 19 | 1101 | 1523 | 750 | 167^ | 864 | 145^ | 296 | 316 | 361 | 516 | 464 | 102^ | 163^ | 175^ | 175^ | 259 | 87^ | 87^ | 108^ | 108^ |
| 9.30 - 10.00 | | | | A | 11.9 | 18 | 1040 | 1519 | 722 | 142^ | 840 | 141^ | 289 | 308 | 368 | 500 | 483 | 124^ | 191^ | 183^ | 172^ | 255^ | 95^ | 78^ | 101^ | 101^ |
| 10.00 - 10.30 | | | | A | 11.8 | 19 | 1031 | 1339 | 708 | 148^ | 826 | 122^ | 288 | 315 | 372 | 486 | 431 | 85^ | 133^ | 178^ | 144^ | 253^ | 46v | 34v | 36v | 26v |
| 10.30 - 11.00 | | | | A | 12.4 | 22 | 1084 | 1312 | 731 | 154^ | 835 | 121^ | 296 | 301 | 375 | 507 | 453 | 102^ | 138^ | 191^ | 143^ | 262 | LT | LT | 24v | 24v |
| SPENSER: FOR HIRE | | 5 | 208 | A | 7.8 | 14 | 682 | 1522 | 705 | 422 | 781 | 303^ | 443 | 401^ | 320^ | 259^ | 537 | 236^ | 318^ | 393^ | 233^ | 144^ | 64v | 64v | 140^ | 94v |
| 2 SAT. 10.00P 60 ABC PD | | | 98 | B | 10.6 | 19 | 926 | 1470 | 697 | 297 | 778 | 234 | 413 | 420 | 385 | 293 | 466 | 147 | 250 | 274 | 244 | 169 | 118 | 46 | 108 | 79 |
| 10.00 - 10.30 | | | | A | 7.6 | 13 | 664 | 1517 | 699 | 425 | 781 | 305^ | 459 | 412^ | 326^ | 250^ | 543 | 247^ | 329^ | 394^ | 225^ | 149^ | 54v | 54v | 139^ | 91v |
| 10.30 - 11.00 | | | | A | 8.1 | 15 | 708 | 1497 | 700 | 412 | 768 | 296^ | 419 | 386^ | 307^ | 264^ | 522 | 221^ | 302^ | 383^ | 235^ | 139^ | 71v | 71v | 136^ | 94v |
| SPORTSBREAK-SAT | | 7 | 185 196 | A | 9.7 | 16 | 848 | 1983 | 708 | 303 | 785 | 198 | 438 | 406 | 434 | 276 | 737 | 168 | 416 | 395 | 428 | 271 | 136^ | 88^ | 325 | 222 |
| 1 SAT. 8.58P 1 CBS SN | | 90 | 92 | B | 9.4 | 16 | 822 | 1761 | 709 | 290 | 790 | 186 | 408 | 389 | 395 | 329 | 655 | 181 | 372 | 344 | 353 | 246 | 105 | 59 | 211 | 137 |
| 2 SAT. 8.52P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SPORTSBREAK-SUN | | 7 | 197 198 | A | 23.2 | 33 | 2028 | 1573 | 811 | 290 | 906 | 164 | 370 | 401 | 446 | 459 | 571 | 121 | 246 | 269 | 299 | 270 | 60^ | 43^ | 36^ | 25^ |
| 1 SUN. 8.26P 2 CBS SN | | 93 | 94 | B | 21.3 | 31 | 1862 | 1594 | 808 | 318 | 892 | 177 | 395 | 416 | 444 | 425 | 567 | 129 | 269 | 283 | 285 | 253 | 59 | 36 | 76 | 51 |
| 2 SUN. 9.05P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| STARMAN | | 6 | 202 | A | 10.3 | 18 | 900 | 1639 | 612 | 275^ | 641 | 222^ | 466 | 442 | 398 | 141^ | 700 | 231^ | 487 | 492 | 410 | 149^ | 115^ | 41v | 183^ | 145^ |
| 1 FRI. 10.00P 60 ABC A | | 99 | | B | 10.6 | 18 | 926 | 1811 | 695 | 332 | 761 | 297 | 521 | 484 | 366 | 192 | 612 | 209 | 435 | 415 | 342 | 144 | 170 | 64 | 268 | 193 |
| 10.00 - 10.30 | | | | A | 10.2 | 17 | 891 | 1652 | 647 | 296^ | 665 | 224^ | 489 | 476 | 427 | 129^ | 707 | 228^ | 492 | 500 | 418 | 147^ | 97^ | 38v | 183^ | 148^ |
| 10.30 - 11.00 | | | | A | 10.5 | 18 | 918 | 1600 | 572 | 253^ | 611 | 216^ | 440 | 403 | 366 | 154^ | 683 | 230^ | 477 | 475 | 396 | 149^ | 127^ | 44v | 179^ | 139^ |
| 20/20 | | 5 | 209 | A | 15.0 | 25 | 1311 | 1299 | 648 | 239 | 743 | 139^ | 277 | 282 | 359 | 417 | 511 | 112^ | 242 | 267 | 262 | 214 | 33v | 8v | 12v | 12v |
| 1 THU. 10.00P 60 ABC DN | | 99 | | B | 14.0 | 24 | 1224 | 1404 | 767 | 256 | 845 | 211 | 407 | 430 | 398 | 376 | 517 | 144 | 273 | 283 | 261 | 199 | 20 | 6 | 22 | 15 |
| 10.00 - 10.30 | | | | A | 15.2 | 24 | 1328 | 1282 | 584 | 230 | 717 | 157^ | 279 | 280 | 338 | 379 | 518 | 111^ | 247 | 279 | 269 | 207^ | 30v | 9v | 17v | 17v |
| 10.30 - 11.00 | | | | A | 14.8 | 27 | 1294 | 1309 | 710 | 247 | 768 | 120^ | 271 | 282 | 377 | 456 | 500 | 111^ | 235 | 255 | 254 | 218 | 34v | 7v | 7v | 7v |
| 227 | | 4 | 204 206 | A | 19.8 | 33 | 1731 | 1870 | 844 | 383 | 933 | 285 | 509 | 442 | 381 | 377 | 446 | 153 | 246 | 213 | 189 | 175 | 175 | 103 | 316 | 216 |
| SAT. 8.30P 30 NBC CS | | 98 | 99 | B | 19.5 | 33 | 1704 | 1868 | 807 | 350 | 908 | 276 | 497 | 450 | 367 | 357 | 454 | 149 | 246 | 220 | 194 | 182 | 167 | 92 | 339 | 239 |
| VALERIE | | 4 | 202 | A | 15.1 | 22 | 1320 | 2017 | 804 | 370 | 944 | 433 | 615 | 510 | 339 | 285 | 621 | 270 | 415 | 349 | 256 | 157^ | 277 | 140^ | 175^ | 116^ |
| 1 SUN. 9.03P 30 NBC CS | | 99 | | B | 15.8 | 23 | 1381 | 1976 | 775 | 329 | 852 | 383 | 581 | 482 | 338 | 228 | 615 | 251 | 423 | 388 | 287 | 150 | 245 | 123 | 264 | 175 |
| VALERIE | | 1 | 201 | A | 13.6 | 19 | 1189 | 1968 | 837 | 361 | 935 | 364 | 585 | 468 | 331 | 323 | 500 | 260 | 372 | 268 | 187^ | 112^ | 203^ | 132^ | 330 | 198^ |
| 2 SUN. 8.00P 30 NBC CS | | | 99 | B | 13.6 | 19 | 1189 | 1968 | 837 | 361 | 935 | 364 | 585 | 468 | 331 | 323 | 500 | 260 | 372 | 268 | 187 | 112 | 203 | 132 | 330 | 198 |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WEBSTER | 6 | 209 | 207 | A | 14.9 | 25 | 1302 | 1843 | 704 | 291 | 829 | 258 | 466 | 391 | 337 | 332 | 437 | 123 | 205 | 203 | 192 | 192 | 152 | 106^ | 425 | 232 |
| FRI. 8.00P 30 ABC CS | | 99 | 98 | B | 14.0 | 24 | 1224 | 1804 | 700 | 306 | 816 | 253 | 454 | 426 | 348 | 312 | 431 | 126 | 229 | 218 | 198 | 175 | 168 | 121 | 389 | 236 |
| WE THE PEOPLE | 5 | 200 | 201 | A | 12.3 | 18 | 1075 | 1654 | 748 | 325 | 883 | 260 | 483 | 390 | 422 | 357 | 590 | 170 | 349 | 318 | 316 | 221 | 52^ | 40^ | 129 | 64^ |
| 1 TUE. 8.58P 1 CBS DO | | 95 | 96 | B | 12.3 | 18 | 1075 | 1654 | 748 | 325 | 883 | 260 | 483 | 390 | 422 | 357 | 590 | 170 | 349 | 318 | 316 | 221 | 52 | 40 | 129 | 64 |
| 1 THU. 9.15P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTH 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WHO'S THE BOSS? | 5 | 210 | 211 | A | 23.5 | 35 | 2054 | 2014 | 778 | 365 | 854 | 379 | 597 | 510 | 344 | 207 | 556 | 258 | 391 | 320 | 220 | 137 | 260 | 135 | 344 | 201 |
| TUE. 8.00P 30 ABC CS | | 99 | 99 | B | 22.5 | 35 | 1967 | 1934 | 761 | 360 | 834 | 344 | 569 | 526 | 370 | 203 | 537 | 228 | 373 | 337 | 238 | 135 | 250 | 130 | 313 | 206 |
| WIZARD SPCL(S) | | 191 | | A | 10.4 | 18 | 909 | 2142 | 711 | 300^ | 782 | 200^ | 484 | 441 | 400 | 244^ | 696 | 227^ | 473 | 403 | 341 | 186^ | 206^ | 133^ | 458 | 312 |
| 1 SAT. 8.00P 60 CBS A | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 9.9 | 18 | 865 | 1986 | 666 | 254^ | 747 | 163^ | 445 | 411 | 385 | 255^ | 697 | 237^ | 471 | 393 | 317^ | 198^ | 137^ | 88^ | 405 | 256^ |
| 8.30 - 9.00 | | | | A | 10.8 | 19 | 944 | 2293 | 758 | 344 | 818 | 231^ | 523 | 474 | 415 | 234^ | 702 | 220^ | 479 | 413 | 363 | 179^ | 267^ | 175^ | 506 | 364 |
| YOU AGAIN ? | 4 | 203 | | A | 14.1 | 21 | 1232 | 1508 | 578 | 304 | 740 | 200^ | 372 | 337 | 305 | 316 | 497 | 167^ | 273 | 325 | 241 | 154^ | 128^ | 70^ | 143^ | 102^ |
| 1 WED. 9.30P 30 NBC CS | | 99 | | B | 15.3 | 23 | 1337 | 1686 | 718 | 331 | 860 | 320 | 511 | 448 | 346 | 282 | 464 | 162 | 304 | 286 | 224 | 127 | 179 | 78 | 183 | 144 |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | 19 | 197 | 198 | A | 5.9 | 17 | 516 | 1083 | 480 | 184 | 545 | 89^ | 243 | 238 | 297 | 270 | 494 | 136 | 266 | 256 | 238 | 199 | 28v | 23v | 16v | 16v |
| 1 TUTHF 11.30P 31 ABC N | | 98 | 98 | B | 5.4 | 15 | 472 | 1136 | 545 | 199 | 580 | 105 | 251 | 291 | 325 | 269 | 531 | 141 | 297 | 295 | 282 | 199 | 12 | LT | 13 | 13 |
| 1 WED. 11.30P 35 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU & F 11.30P 31 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 11.41P 19 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 12.00 | | | | A | [illegible] | 17 | 524 | 1080 | 479 | 181 | 542 | 91^ | 238 | 234 | 289 | 271 | 491 | 135 | 262 | 253 | 236 | 200 | 31v | 24v | 16v | 16v |
| ABC NEWS:NIGHTLINE-MON | 6 | 195 | 196 | A | [illegible] | [illegible] | 323 | 957 | 418^ | 155^ | 427^ | 74v | 238^ | 226^ | 236^ | 167^ | 508 | 118^ | 192^ | 269^ | 254^ | 223^ | 22v | 22v | LT | LT |
| 1 MON. 12.51A 31 ABC N | | 98 | 98 | B | [illegible] | [illegible] | 323 | 1039 | 410 | 176 | 425 | 77 | 226 | 248 | 238 | 166 | 599 | 182 | 352 | 378 | 334 | 187 | LT | LT | LT | LT |
| 2 MON. 1.29A 31 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-WED | 2 | | 201 | A | [illegible] | 18 | 454 | 819 | 410^ | 112v | 473^ | 143v | 143v | 79v | 130v | 330^ | 346^ | 73v | 73v | 97v | 53v | 220^ | LT | LT | LT | LT |
| 2 WED. 12.00M 12 ABC N | | | 98 | B | [illegible] | 16 | 385 | 1021 | 473 | 109 | 503 | 122 | 178 | 174 | 161 | 299 | 518 | 80 | 189 | 287 | 265 | 217 | LT | LT | LT | LT |
| ABC NEWS:NIGHTLINE-THU | 1 | | 201 | A | [illegible] | 17 | 323 | 975 | 307^ | 16v | 307^ | 25v | 83v | 198v | 201v | 90v | 668^ | 222^ | 266^ | 411^ | 213v | 257^ | LT | LT | LT | LT |
| 2 THU. 12.35A 31 ABC N | | | 98 | B | [illegible] | 17 | 323 | 975 | 307 | 16 | 307 | 25 | 83 | 198 | 201 | 90 | 668 | 222 | 266 | 411 | 213 | 257 | LT | LT | LT | LT |
| ABC WEEKEND REPORT-SAT. | 6 | 142 | 144 | A | [illegible] | 12 | 245 | 971 | 722 | 233^ | 755 | 216^ | 449^ | 477^ | 311^ | 278^ | 216^ | LT | 37v | 61v | 134v | 155^ | LT | LT | LT | LT |
| SAT. 11.30P 15 ABC N | | 80 | 81 | B | [illegible] | 8 | 201 | 1072 | 656 | 195 | 687 | 148 | 397 | 398 | 358 | 279 | 365 | 93 | 152 | 162 | 149 | 182 | LT | LT | LT | LT |
| ABC WEEKEND REPORT-SUN. | 6 | 150 | 150 | A | [illegible] | 9 | 245 | 743 | 413^ | 204^ | 413^ | 78v | 266^ | 237^ | 233^ | 147v | 318^ | 36v | 212^ | 212^ | 193^ | 106v | LT | LT | LT | LT |
| 1 SUN. 11.50P 15 ABC N | | 85 | 85 | B | [illegible] | 9 | 219 | 977 | 480 | 264 | 515 | 98 | 302 | 295 | 284 | 193 | 411 | 73 | 215 | 239 | 239 | 147 | 39 | 39 | LT | LT |
| 2 SUN. 11.30P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS LATE NIGHT I | 35 | 177 | 176 | A | 4.4 | 16 | 385 | 1242 | 580 | 219 | 687 | 273 | 382 | 366 | 267 | 264 | 478 | 177^ | 299 | 217 | 218 | 160^ | 43v | 23v | 34v | 26v |
| 1 M & W 11.30P 66 CBS FF | | 89 | 88 | B | 4.4 | 16 | 385 | 1203 | 563 | 217 | 654 | 222 | 358 | 331 | 306 | 240 | 461 | 134 | 272 | 231 | 241 | 167 | 51 | 14 | 37 | 15 |
| 1 TUE. 11.30P 64 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.48P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 2 M & TH 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 11.30P 63 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.14A 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 4.6 | 14 | 402 | 1306 | 625 | 224 | 720 | 264 | 391 | 374 | 302 | 286 | 470 | 162^ | 286 | 229 | 221 | 169^ | 56^ | 29v | 60^ | 48^ |
| 12.00 - 12.30 | | | | A | 4.4 | 17 | 385 | 1221 | 568 | 210 | 682 | 279 | 392 | 368 | 260 | 254 | 472 | 177^ | 304 | 216 | 228 | 150^ | 43v | 24v | 24v | 18v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS LATE NIGHT I-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 3.9 | 19 | 341 | 1223 | 521 | 210 | 642 | 273 | 359 | 360 | 239 | 231 | 572 | 252 | 363 | 214 | 208 | 179^ | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 3.4 | 21 | 297 | 943 | 627^ | 236v | 657^ | 266^ | 266^ | 339^ | 198v | 287^ | 286^ | LT | 114v | 104v | 104v | 172v | LT | LT | LT | LT |
| CBS LATE NIGHT II | 35 | 177 | 176 | A | 3.0 | 18 | 262 | 1061 | 453 | 194^ | 568 | 248^ | 321 | 317 | 195^ | 209^ | 439 | 165^ | 282 | 190^ | 209^ | 142^ | 35v | 19v | 19v | LT |
| 1 MON. 12.36A 46 CBS FF | | 89 | 88 | B | 3.0 | 18 | 262 | 1092 | 492 | 181 | 556 | 215 | 309 | 292 | 231 | 200 | 474 | 147 | 303 | 240 | 247 | 154 | 37 | LT | 25 | LT |
| 1 TUE. 12.34A 53 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 12.36A 47 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.54A 49 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 12.37A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.36A 43 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.33A 53 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 2 THU. 12.36A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 12.37A 46 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 3.3 | 17 | 288 | 1153 | 500 | 214^ | 597 | 256 | 336 | 347 | 222^ | 212^ | 499 | 180^ | 323 | 222^ | 253 | 163^ | 39v | 25v | 18v | LT |
| 1.00 - 1.30 | | | | A | 2.8 | 18 | 245 | 1086 | 452 | 199^ | 587 | 260^ | 346 | 330 | 188^ | 213^ | 450 | 181^ | 299 | 195^ | 204^ | 132^ | 29v | LT | 20v | LT |
| 1.30 - 2.00 | | | | A | 2.6 | 22 | 227 | 498 | 274^ | LT | 428 | 154^ | 163^ | 158^ | 141^ | 212^ | 70v | LT | LT | LT | LT | 70v | LT | LT | LT | LT |
| 2.00 - 2.30 | | | | A | 2.9 | 29 | 253 | 289^ | 210v | LT | 289^ | 79v | 79v | LT | 100v | 210v | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| CBS NEWS NIGHTWATCH-1 | 34 | 54 | 53 | A | 1.1 | 11 | 96 | 479^ | 219^ | 177v | 302^ | LT | 125v | 114v | 229^ | 156v | 177v | 63v | 177v | 114v | 114v | LT | LT | LT | LT | LT |
| 1 M-WSU 2.00A 30 CBS N | | 51 | 50 | B | 1.0 | 11 | 87 | 529 | 272 | 137 | 334 | LT | 129 | 126 | 249 | 200 | 179 | LT | 115 | 103 | 109 | 59 | LT | LT | LT | LT |
| 1 THU. 2.18A 12 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTHS 2.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS NIGHTWATCH-2 | 35 | 77 | 76 | A | 1.1 | 15 | 105 | 305^ | 134v | LT | 162v | LT | 58v | 76v | 105v | 76v | 143v | LT | 96v | 57v | 57v | 47v | LT | LT | LT | LT |
| 1 M-THSU 2.30A 30 CBS N | | 67 | 67 | B | 1.1 | 16 | 105 | 543 | 220 | 73 | 268 | 77 | 112 | 125 | 149 | 132 | 258 | LT | 158 | 160 | 164 | 87 | LT | LT | LT | LT |
| 2 MTUTHS 2.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 2.44A 16 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS NIGHTWATCH-3 | 35 | 94 | 94 | A | 1.0 | 19 | 87 | 333^ | 172v | 80v | 184v | LT | 104v | 127v | 115v | 57v | 149v | LT | LT | LT | 103v | 114v | LT | LT | LT | LT |
| M-THSU 3.00A 180 CBS N | | 79 | 79 | B | 1.0 | 20 | 87 | 469 | 237 | 108 | 254 | 63 | 107 | 132 | 121 | 115 | 209 | LT | 85 | 85 | 101 | 121 | LT | LT | LT | LT |
| 3.00 - 3.30 | | | | A | 1.2 | 18 | 105 | 257^ | 143v | 86v | 153v | LT | 124v | 124v | 124v | LT | 104v | LT | LT | LT | 67v | 76v | LT | LT | LT | LT |
| 3.30 - 4.00 | | | | A | 1.0 | 18 | 87 | 264^ | 115v | 92v | 138v | LT | 138v | 138v | 138v | LT | 126v | LT | LT | LT | 114v | 80v | LT | LT | LT | LT |
| 4.00 - 4.30 | | | | A | .9 | 18 | 79 | 177v | 76v | LT | 76v | LT | 76v | 76v | 76v | LT | 101v | LT | LT | LT | 88v | 88v | LT | LT | LT | LT |
| 4.30 - 5.00 | | | | A | .9 | 19 | 79 | 203v | 102v | LT | 102v | LT | 64v | 102v | 102v | LT | 101v | LT | LT | LT | 88v | 88v | LT | LT | LT | LT |
| 5.00 - 5.30 | | | | A | .9 | 20 | 79 | 481^ | 254^ | LT | 254^ | LT | 64v | 127v | 102v | 127v | 227^ | LT | LT | LT | 139v | 177v | LT | LT | LT | LT |
| 5.30 6.00 | | | | A | .9 | 17 | 79 | 494^ | 317^ | 115v | 330^ | 127v | 152v | 190v | 88v | 140v | 164v | LT | LT | LT | 101v | 164v | LT | LT | LT | LT |
| CBS SUNDAY NEWS-OSGOOD | 6 | 117 | 110 | A | 4.6 | 10 | 402 | 1139 | 594 | 256^ | 629 | 143^ | 303^ | 315^ | 309^ | 303^ | 482 | 229^ | 325^ | 313^ | 191^ | 144^ | 28v | 28v | LT | LT |
| 1 SUN. 11.00P 15 CBS N | | 66 | 67 | B | 5.0 | 10 | 437 | 1338 | 684 | 207 | 708 | 165 | 297 | 306 | 287 | 379 | 585 | 166 | 318 | 319 | 291 | 247 | 36 | LT | LT | LT |
| 2 SUN. 11.33P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN I | 24 | 204 | 204 | A | 3.8 | 19 | 332 | 1235 | 460 | 256 | 656 | 271 | 425 | 301 | 283 | 172^ | 518 | 271 | 398 | 280 | 202^ | 93^ | 52v | 15v | LT | LT |
| 1 M-W 12.30A 30 NBC GV | | 99 | 99 | B | 3.8 | 20 | 332 | 1178 | 439 | 226 | 600 | 246 | 371 | 275 | 267 | 165 | 540 | 237 | 419 | 356 | 264 | 87 | 28 | LT | LT | LT |
| 1 THU. 1.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTH 12.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 1.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN II | 24 | 204 | 204 | A | 3.0 | 20 | 262 | 1080 | 474 | 263 | 653 | 248^ | 424 | 328 | 290 | 172^ | 427 | 194^ | 297 | 222^ | 172^ | 91^ | LT | LT | LT | LT |
| 1 M-W 1.00A 30 NBC GV | | 99 | 99 | B | 2.9 | 20 | 253 | 1059 | 408 | 181 | 530 | 204 | 316 | 263 | 239 | 149 | 498 | 235 | 382 | 310 | 226 | 86 | LT | LT | LT | LT |
| 1 THU. 1.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTH 1.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 1.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | OF HOUSE | LADY WORKING WOM. | TOTAL | WOMEN 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DICK CAVETT-TUE | 6 | 118 | 118 | A | 1.8 | 11 | 157 | 420^ | 267^ | 191v | 312^ | LT | 134v | 134v | 274^ | 178v | 108v | 38v | 38v | 38v | 70v | 70v | LT | LT | LT | LT |
| TUE. 12.31A 59 ABC CC | | 70 | 69 | B | 1.4 | 9 | 122 | 432 | 215 | 106 | 238 | LT | 87 | 96 | 165 | 142 | 194 | 58 | 99 | 99 | 88 | 95 | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 1.9 | 10 | 166 | 349^ | 247^ | 139v | 277^ | LT | 139v | 139v | 277^ | 138v | 72v | 72v | 72v | 72v | LT | LT | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 1.7 | 11 | 149 | 477^ | 296^ | 249^ | 343^ | LT | 128v | 128v | 269^ | 215v | 134v | LT | LT | LT | 134v | 134v | LT | LT | LT | LT |
| DICK CAVETT-WED | 6 | 121 | 121 | A | 1.3 | 7 | 114 | 482^ | 211v | 44v | 290v | 114v | 140v | LT | 114v | 150v | 192v | 113v | 113v | 123v | 70v | LT | LT | LT | LT | LT |
| 1 WED. 12.05A 59 ABC CC | | 72 | 70 | B | 1.3 | 7 | 114 | 536 | 286 | LT | 313 | LT | 113 | 131 | 160 | 144 | 217 | LT | 62 | 107 | 120 | 90 | LT | LT | LT | LT |
| 2 WED. 12.12A 59 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 1.4 | 7 | 122 | 525^ | 247v | LT | 312^ | 132v | 132v | LT | 123v | 180v | 213v | 139v | 139v | 124v | 66v | LT | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 1.1 | 6 | 96 | 531^ | 239v | 84v | 333v | 105v | 157v | 52v | 134v | 176v | 198v | 115v | 115v | 135v | 83v | LT | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 1.1 | 7 | 96 | 323v | LT | 94v | 188v | 188v | 188v | LT | LT | LT | 135v | LT | LT | 135v | 93v | LT | LT | LT | LT | LT |
| FRIDAY NIGHT VIDEOS | 6 | 192 | 191 | A | 3.4 | 18 | 297 | 1013 | 623 | 215^ | 640 | 260^ | 391^ | 343^ | 296^ | 172^ | 155^ | 43v | 94v | 119v | 102v | 23v | 171^ | 70v | 47v | 30v |
| FRI. 12.30A 90 NBC PC | | 97 | 97 | B | 3.4 | 18 | 297 | 1020 | 502 | 214 | 603 | 294 | 388 | 336 | 242 | 146 | 205 | 79 | 134 | 146 | 107 | 41 | 172 | 63 | 40 | 34 |
| 12.30 - 1.00 | | | | A | 4.2 | 18 | 367 | 1079 | 703 | 223^ | 730 | 319^ | 502 | 384^ | 302^ | 191^ | 168^ | 68v | 104^ | 127^ | 89v | 30v | 96v | 46v | 85v | 74v |
| 1.00 - 1.30 | | | | A | 3.3 | 18 | 288 | 938 | 573 | 184^ | 573 | 180^ | 337^ | 348^ | 316^ | 138^ | 143^ | 28v | 67v | 108v | 97v | 35v | 205^ | 80v | 17v | LT |
| 1.30 - 2.00 | | | | A | 2.8 | 18 | 245 | 971 | 555^ | 240^ | 555^ | 249^ | 273^ | 274^ | 256^ | 167^ | 151^ | 36v | 118v | 115v | 115v | LT | 249^ | 98v | LT | LT |
| G MICHAELS SPORTS MACHINE | 8 | 79 | 82 | A | 2.0 | 9 | 175 | 1131 | 685^ | 177v | 765^ | 319^ | 457^ | 474^ | 315^ | 148v | 349^ | 97v | 258^ | 172v | 161v | 91v | LT | LT | LT | LT |
| 1 SUN. 12.54A 15 NBC SC | | 53 | 53 | B | 2.0 | 9 | 175 | 986 | 518 | 95 | 552 | 130 | 311 | 340 | 279 | 160 | 401 | 110 | 279 | 258 | 217 | 93 | LT | LT | LT | LT |
| 2 SUN. 11.30P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JIMMY BRESLIN'S PEOPLE-TH | 7 | 118 | 120 | A | 1.2 | 7 | 105 | 562^ | 133v | 143v | 238v | 48v | 153v | 152v | 190v | LT | 324v | 134v | 210v | 191v | 190v | 114v | LT | LT | LT | LT |
| 1 THU. 12.01A 59 ABC CC | | 69 | 70 | B | 1.1 | 6 | 96 | 524 | 249 | 136 | 295 | 60 | 182 | 185 | 205 | 81 | 229 | 78 | 135 | 134 | 137 | 89 | LT | LT | LT | LT |
| 2 THU. 1.06A 59 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 1.1 | 5 | 96 | 510v | 167v | 209v | 282v | LT | 282v | 282v | 282v | LT | 228v | LT | 124v | 124v | 228v | 104v | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | .8 | 5 | 70 | 286v | LT | LT | 229v | LT | 229v | 229v | 229v | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | [illegible] | [illegible] | 140 | 864^ | 172v | 172v | 172v | LT | LT | 172v | 172v | LT | 69v | 407v | 457v | 457v | 285v | 235v | LT | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 1.3 | 10 | 114 | 465v | 124v | 124v | 264v | 140v | 140v | LT | 124v | 115v | 201v | 43v | 157v | 114v | 158v | 44v | LT | LT | LT | LT |
| JIMMY BRESLIN'S PEOPLE-FR | 7 | 98 | 96 | A | [illegible] | [illegible] | 87 | 839^ | 380v | 115v | 414v | LT | 92v | 196v | 287v | 218v | 456v | 91v | 261v | 242v | 208v | 114v | 69v | 69v | LT | LT |
| FRI. 12.01A 59 ABC CC | | 57 | 57 | B | [illegible] | 4 | 87 | 444 | 212 | 95 | 221 | LT | LT | 77 | 102 | 44 | 204 | LT | LT | 97 | 128 | 107 | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 1 | 4 | 96 | 1063^ | 459^ | 230v | 521^ | LT | 177v | 271v | 406^ | 250v | 469^ | 104v | 188v | 333v | 334v | 136v | 73v | 73v | LT | LT |
| 12.30 - 1.00 | | | | A | .9 | 4 | 79 | 608^ | 316v | LT | 316v | LT | LT | 126v | 177v | 190v | 228v | 89v | 140v | 140v | LT | 88v | 64v | 64v | LT | LT |
| SATURDAY NIGHT | 4 | 199 | 197 | A | [illegible] | [illegible] | 664 | 1541 | 680 | 272 | 751 | 392 | 503 | 463 | 259 | 157^ | 491 | 236 | 368 | 304 | 194^ | 87^ | 219 | 128^ | 80^ | 60^ |
| 1 SAT. 11.30P 79 NBC GV | | 99 | 99 | B | [illegible] | [illegible] | 594 | 1502 | 644 | 340 | 736 | 379 | 514 | 478 | 270 | 144 | 494 | 266 | 371 | 305 | 183 | 91 | 179 | 101 | 93 | 73 |
| 2 SAT. 11.30P 80 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | [illegible] | [illegible] | 804 | 1580 | 707 | 287 | 766 | 352 | 480 | 451 | 291 | 201 | 525 | 226 | 359 | 341 | 234 | 100^ | 198 | 105^ | 91^ | 71^ |
| 12.00 - 12.30 | | | | A | 7.6 | 23 | 612 | 1497 | 670 | 251 | 756 | 440 | 531 | 482 | 233 | 121^ | 490 | 234 | 382 | 303 | 188^ | 90^ | 156^ | 86^ | 95^ | 68^ |
| 12.30 1.00 | | | | A | [illegible] | 22 | 516 | 1572 | 653 | 285 | 731 | 404 | 518 | 467 | 248^ | 128^ | 429 | 269^ | 371 | 234^ | 115^ | 58v | 376 | 257^ | 36v | 22v |
| TONIGHT SHOW | 30 | 202 | 201 | A | 6.8 | 22 | 594 | 1303 | 670 | 220 | 727 | 185 | 334 | 338 | 356 | 308 | 453 | 137 | 252 | 232 | 227 | 165 | 67^ | 38^ | 56^ | 32^ |
| 1 MTUWF 11.30P 60 NBC GV | | 99 | 99 | B | 6.7 | 22 | 58[illegible] | 1324 | 640 | 201 | 716 | 209 | 352 | 344 | 343 | 290 | 505 | 167 | 330 | 303 | 260 | 146 | 60 | 30 | 43 | 19 |
| 1 THU. 12.00M 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTHF 11.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.00M 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.6 | 21 | 664 | 1360 | 705 | 210 | 747 | 174 | 332 | 356 | 371 | 331 | 468 | 122 | 256 | 241 | 238 | 185 | 83^ | 48^ | 62^ | 38^ |
| 12.00 - 12.30 | | | | A | 6.6 | 24 | 577 | 1244 | 646 | 222 | 703 | 194 | 331 | 319 | 335 | 291 | 432 | 140 | 245 | 215 | 213 | 147 | 54^ | 24v | 55^ | 32^ |
| 12.30 - 1.00 | | | | A | 5.3 | 25 | 463 | 1145 | 533 | 237 | 656 | 169 | 315 | 281 | 345 | 254 | 422 | 161 | 208 | 261 | 216 | 127^ | 54^ | 54^ | 13v | LT |
| *WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) CONT'D | | | 176 | A | 6.5 | 18 | 568 | 1136 | 650 | 199^ | 650 | 266^ | 410^ | 460^ | 358^ | 150^ | 172^ | 75v | 75v | 40v | 8v | 97v | 188^ | 129^ | 126v | 92v |



KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SP-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 4.00P 60 ABC FV | | 93 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | A | 6.6 | 20 | 577 | 1085 | 641 | 191^ | 641 | 232^ | 389^ | 431^ | 358^ | 180^ | 131^ | 41v | 41v | 24v | 17v | 90v | 184^ | 129^ | 129^ | 94v |
| 4.30 - 5.00 | | | A | 6.5 | 18 | [redacted] | 1150 | 640 | 199^ | 640 | 293^ | 420^ | 477^ | 347^ | 114v | 208^ | 105v | 105v | 53v | LT | 103v | 187^ | 124v | 115v | 85v |
| ABC DAYTIME NEWSBRIEF-M-F | 29 204 | 205 | A | 7.4 | 25 | 647 | 1286 | 756 | 205 | 857 | 398 | 591 | 562 | 331 | 192 | 280 | 89^ | 147 | 131 | 101^ | 117 | 50^ | 42^ | 99^ | 24v |
| M-F 2.58P 1 ABC N | 98 | 98 | B | 7.4 | 27 | 647 | 1229 | 755 | 211 | 867 | 392 | 583 | 535 | 355 | 210 | 240 | 85 | 127 | 96 | 80 | 106 | 65 | 55 | 57 | 13 |
| ABC WORLD NEWS-MORN-615A | 30 112 | 111 | A | 1.6 | 15 | 140 | 993 | 370^ | 242^ | 385^ | LT | 228^ | 278^ | 357^ | 107v | 500 | 121v | 200^ | 314^ | 286^ | 186^ | 108v | 86v | LT | LT |
| M-F 6.15A 15 ABC N | 76 | 75 | B | 1.4 | 15 | 122 | 1066 | 487 | 234 | 500 | 86 | 301 | 341 | 374 | 151 | 476 | 151 | 236 | 308 | 231 | 154 | 85 | 77 | LT | LT |
| ABC WORLD NEWS-MORN-645A | 30 169 | 168 | A | 2.8 | 19 | 245 | 1167 | 608 | 351 | 705 | 102^ | 416 | 436 | 477 | 240^ | 379 | 106^ | 294 | 306 | 237^ | 65v | LT | LT | 70v | LT |
| M-F 6.45A 15 ABC N | 93 | 93 | B | 2.5 | 19 | 219 | 1132 | 579 | 291 | 643 | 135 | 392 | 415 | 400 | 203 | 375 | 107 | 226 | 241 | 193 | 125 | 56 | 50 | 58 | LT |
| ALL MY CHILDREN | 29 211 | 212 | A | 7.0 | 23 | 612 | 1240 | 778 | 247 | 877 | 453 | 685 | 609 | 331 | 152 | 241 | 91^ | 158 | 134 | 94^ | 73^ | 22v | 22v | 100^ | 27v |
| M-F 1.00P 60 ABC DD | 99 | 99 | B | 7.0 | 24 | 612 | 1199 | 821 | 233 | 913 | 462 | 682 | 604 | 350 | 178 | 204 | 82 | 133 | 111 | 79 | 59 | 19 | 16 | 63 | 13 |
| 1.00 - 1.30 | | | A | 6.6 | 22 | 577 | 1222 | 772 | 255 | 863 | 437 | 669 | 604 | 332 | 154 | 232 | 92^ | 158 | 130 | 94^ | 65^ | 21v | 21v | 106^ | 31^ |
| 1.30 - 2.00 | | | A | 7.3 | 24 | 638 | 1252 | 795 | 241 | [redacted] | 472 | 705 | 615 | 332 | 155 | 243 | 86^ | 153 | 135 | 96^ | 80^ | 19v | 19v | 92^ | 22v |
| AMERICAN TREASURY | 21 202 | 200 | A | 5.7 | 18 | 498 | 1339 | 751 | 208 | 919 | 245 | 421 | 389 | 356 | 451 | 229 | 79^ | 143 | 96^ | 100^ | 65^ | 133^ | 84^ | 58^ | 48^ |
| MWF 3.58P 1 CBS DO | 97 | 96 | B | 5.5 | 18 | 481 | 1360 | 796 | 172 | 916 | 238 | 452 | 395 | 401 | 413 | 226 | 68 | 130 | 102 | 106 | 76 | 130 | 92 | 88 | 42 |
| ANOTHER WORLD | 30 204 | 204 | A | 5.0 | 17 | 437 | 1426 | 920 | 267 | 1039 | 318 | 576 | 523 | 442 | 399 | 261 | 90^ | 137^ | 87^ | 107^ | 96^ | 64^ | 62^ | 62^ | 14v |
| M-F 2.00P 60 NBC DD | 99 | 99 | B | 5.0 | 18 | 437 | 1406 | 913 | 207 | 1025 | 341 | 553 | 479 | 437 | 405 | 278 | 107 | 156 | 104 | 117 | 88 | 51 | 48 | 52 | 12 |
| 2.00 - 2.30 | | | A | 5.0 | 17 | 437 | 1465 | 943 | 276 | 1058 | 342 | 594 | 529 | 435 | 395 | 281 | 103^ | 158 | 94^ | 117^ | 96^ | 66^ | 63^ | 60^ | 19v |
| 2.30 - 3.00 | | | A | 5.0 | 17 | 437 | 1366 | 888 | 249 | 1012 | 293 | 554 | 515 | 444 | 396 | 234 | 77^ | 115^ | 77^ | 92^ | 93^ | 58^ | 57^ | 62^ | LT |
| AS THE WORLD TURNS | 35 206 | 206 | A | 7.2 | 24 | 629 | 1238 | 792 | 219 | 935 | 220 | 420 | 424 | 411 | 437 | 231 | 68^ | 119 | 90^ | 85^ | 106^ | 42^ | 14v | 30^ | 14v |
| M-F 1.30P 60 CBS DD | 99 | 99 | B | 6.7 | 23 | 586 | 1266 | 822 | 191 | 946 | 230 | 429 | 404 | 399 | 443 | 259 | 83 | 138 | 96 | 98 | 114 | 27 | 17 | 34 | 10 |
| 1.30 - 2.00 | | | A | 7.1 | 24 | 638 | 1279 | 807 | 215 | 950 | 230 | 432 | 433 | 414 | 439 | 249 | 80^ | 133 | 100^ | 90^ | 109 | 46^ | 15v | 34^ | 16v |
| 2.00 - 2.30 | | | A | 7.1 | 24 | 621 | 1185 | 772 | 215 | 911 | 211 | 403 | 405 | 400 | 435 | 205 | 53^ | 102^ | 78^ | 77^ | 99^ | 43^ | 16v | 26v | 11v |
| CAPITOL | 35 195 | 195 | A | 5.2 | 18 | 454 | 1156 | 738 | 241 | 894 | 242 | 442 | 439 | 407 | 381 | 188 | 57^ | 110^ | 78^ | 82^ | 71^ | 51^ | 22v | 23v | 16v |
| M-F 2.30P 30 CBS DD | 93 | 91 | B | 5.0 | 18 | 437 | 1214 | 787 | 224 | 931 | 262 | 482 | 422 | 415 | 385 | 210 | 83 | 133 | 87 | 84 | 69 | 41 | 31 | 32 | 13 |
| CBS EARLY MORNING NEWS | 35 141 | 137 | A | 1.1 | 14 | 114 | 921 | 552^ | 175^ | 552^ | 87v | 219^ | 219^ | 246^ | 333^ | 360^ | LT | 132v | 132v | 237^ | 228^ | LT | LT | LT | LT |
| M-F 6.00A 30 CBS N | 87 | 85 | B | 1.4 | 17 | 122 | 1140 | 693 | 285 | 706 | 131 | 312 | 349 | 323 | 355 | 422 | LT | 147 | 154 | 231 | 251 | LT | LT | LT | LT |
| CBS MORNING NEWS 1 | 35 202 | 200 | A | 2.9 | 16 | 253 | 1099 | [redacted] | 222^ | 660 | 162^ | 268^ | 328 | 304 | 332 | 408 | 24v | 99^ | 119^ | 189^ | 277 | LT | LT | 19v | 19v |
| M-F 7.30A 30 CBS N | 99 | 99 | B | 2.7 | 16 | 236 | 1266 | 715 | 307 | 775 | 195 | 357 | 356 | 327 | 366 | 395 | 54 | 124 | 129 | 168 | 255 | LT | LT | 86 | 35 |
| CBS MORNING NEWS 2 | 35 201 | 201 | A | 3.0 | 13 | 262 | 1069 | 656 | 115^ | 684 | 107^ | 252^ | 298 | 302 | 386 | 313 | 27v | 70^ | 61v | 141^ | 233^ | 22v | 19v | 50v | 35v |
| M-F 8.30A 30 CBS N | 99 | 99 | B | 2.6 | 12 | 227 | 1133 | 659 | 133 | 723 | 106 | 279 | 308 | 314 | 409 | 351 | 38 | 87 | 84 | 134 | 253 | LT | LT | 50 | LT |
| DAYS OF OUR LIVES | 30 210 | 210 | A | 7.0 | 23 | 612 | 1500 | 916 | 219 | 1014 | 342 | 580 | 510 | 393 | 371 | 369 | 150 | 201 | 121 | 129 | 129 | 54^ | 53^ | 63^ | 22v |
| M-F 1.00P 60 NBC DD | 99 | 99 | B | 6.8 | 23 | 594 | 1450 | 884 | 217 | 1002 | 346 | 565 | 473 | 408 | 386 | 348 | 134 | 184 | 126 | 134 | 122 | 56 | 53 | 44 | 14 |
| 1.00 - 1.30 | | | A | 6.7 | 23 | 586 | 1512 | 933 | 199 | 1030 | 337 | 595 | 512 | 400 | 380 | 376 | 139 | 192 | 123 | 136 | 143 | 41^ | 38^ | 65^ | 24v |
| 1.30 - 2.00 | | | A | 7.3 | 24 | 638 | 1476 | 898 | 231 | 995 | 347 | 567 | 505 | 383 | 361 | 359 | 163 | 208 | 115 | 118 | 114 | 65^ | 65^ | 57^ | 16v |
| DOUBLE TALK | 27 141 | 142 | A | 1.6 | 7 | 140 | 1364 | 679 | 222^ | 822 | 314^ | 607 | 514 | 378^ | 179^ | 457^ | 86v | 407^ | 392^ | 356^ | 43v | LT | LT | 79v | LT |
| M-F 11.30A 30 ABC QP | 70 | 71 | B | 1.6 | 7 | 140 | 1244 | 722 | 219 | 916 | 373 | 621 | 565 | 357 | 253 | 283 | 79 | 235 | 233 | 180 | 40 | LT | LT | LT | LT |
| FAME,FORTUNE AND ROMANCE | 30 161 | 161 | A | 2.6 | 11 | 227 | 987 | 625 | 145^ | 661 | 238^ | 410 | 406 | 321 | 211^ | 224^ | 66v | 184^ | 150^ | 132^ | 35v | LT | LT | 97^ | 35v |
| M-F 11.00A 30 ABC CC | 80 | 81 | B | 2.2 | 10 | 192 | 1159 | 635 | 159 | 780 | 311 | 492 | 479 | 324 | 239 | 278 | 128 | 208 | 153 | 102 | 65 | LT | LT | 84 | LT |
| FAMILY TIES M-F | 29 161 | 162 | A | 3.6 | 15 | 315 | 1210 | 648 | 111^ | 677 | 213^ | 360 | 311 | 235 | 286 | 299 | 143^ | 210^ | 156^ | 121^ | 89^ | 69^ | 28v | 165^ | 85^ |
| M-F 10.00A 30 NBC CS | 90 | 90 | B | 3.5 | 15 | 306 | 1262 | 703 | 133 | 763 | 268 | 420 | 357 | 278 | 308 | 286 | 123 | 196 | 150 | 120 | 89 | 46 | LT | 167 | 64 |

| PROGRAM NAME / WK # / DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GENERAL HOSPITAL | 26 | 208 | 209 | A | 8.4 | 27 | 734 | 1282 | 785 | 291 | 897 | 414 | 616 | 559 | 374 | 205 | 204 | 49^ | 96 | 91^ | 84^ | 96 | 106 | 83^ | 75^ | 28^ |
| M-F 3.00P 60 ABC DD | | 99 | 99 | B | 8.4 | 29 | 734 | 1286 | 795 | 235 | 914 | 422 | 611 | 544 | 360 | 226 | 193 | 59 | 103 | 83 | 69 | 85 | 104 | 88 | 75 | 28 |
| 3.00 - 3.30 | | | | A | 8.2 | 27 | 717 | 1266 | 788 | 287 | 895 | 414 | 617 | 563 | 374 | 203 | 205 | 51^ | 99 | 89^ | 82^ | 97 | 94^ | 73^ | 72^ | 22v |
| 3.30 - 4.00 | | | | A | 8.5 | 27 | 743 | 1293 | 789 | 294 | 899 | 416 | 615 | 555 | 371 | 207 | 200 | 46^ | 94 | 86^ | 86^ | 96 | 113 | 91^ | 81^ | 32^ |
| GOOD MORNING, AMERICA-730 | 30 | 208 | 209 | A | 4.7 | 22 | 411 | 1085 | 629 | 219 | 685 | 156^ | 366 | 402 | 355 | 270 | 326 | 92^ | 175 | 166^ | 135^ | 146^ | 13v | LT | 61^ | 22v |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 4.5 | 22 | 393 | 1183 | 693 | 235 | 752 | 200 | 421 | 462 | 359 | 264 | 341 | 85 | 194 | 193 | 164 | 143 | 35 | 16 | 55 | 27 |
| GOOD MORNING, AMERICA-830 | 30 | 206 | 207 | A | 4.6 | 20 | 402 | 1107 | 726 | 144^ | 760 | 163^ | 375 | 389 | 363 | 353 | 315 | 64^ | 146^ | 119^ | 147^ | 169^ | LT | LT | 23v | LT |
| M-F 8.30A 30 ABC N | | 99 | 99 | B | 4.4 | 21 | 385 | 1147 | 727 | 130 | 775 | 171 | 378 | 398 | 372 | 352 | 330 | 65 | 148 | 126 | 162 | 175 | 12 | LT | 30 | LT |
| GUIDING LIGHT | 35 | 207 | 207 | A | 6.6 | 21 | 577 | 1329 | 794 | 216 | 949 | 239 | 432 | 409 | 388 | 455 | 230 | 82^ | 140 | 84^ | 80^ | 77^ | 108^ | 71^ | 42^ | 31^ |
| M-F 3.00P 60 CBS DD | | 99 | 99 | B | 6.3 | 21 | 551 | 1339 | 821 | 190 | 952 | 237 | 474 | 419 | 434 | 423 | 236 | 82 | 135 | 94 | 96 | 86 | 93 | 67 | 58 | 29 |
| 3.00 - 3.30 | | | | A | 6.5 | 22 | 568 | 1305 | 791 | 208 | 949 | 236 | 437 | 412 | 394 | 451 | 227 | 86^ | 142 | 81^ | 75^ | 72^ | 92^ | 58^ | 37^ | 27v |
| 3.30 - 4.00 | | | | A | 6.8 | 21 | 594 | 1318 | 789 | 213 | 933 | 236 | 417 | 399 | 378 | 453 | 226 | 76^ | 133 | 82^ | 80^ | 81^ | 117 | 82^ | 42^ | 34^ |
| LOVING | 30 | 183 | 184 | A | 3.9 | 14 | 341 | 1150 | 761 | 190^ | 849 | 352 | 607 | 542 | 338 | 212 | 205 | 49v | 105^ | 117^ | 88^ | 88^ | 14v | 14v | 82^ | LT |
| M-F 12.30P 30 ABC DD | | 91 | 91 | B | 3.8 | 15 | 332 | 1259 | 833 | 171 | 925 | 418 | 653 | 557 | 325 | 242 | 228 | 59 | 117 | 116 | 102 | 97 | 39 | 29 | 67 | LT |
| NBC NEWS AT SUNRISE | 30 | 191 | 191 | A | 2.2 | 16 | 192 | 958 | 515 | 306^ | 525 | 46v | 203^ | 292^ | 334^ | 233^ | 423 | 147^ | 276^ | 259^ | 249^ | 147^ | LT | LT | LT | LT |
| M-F 6.30A 30 NBC N | | 96 | 97 | B | 2.2 | 18 | 192 | 1023 | 475 | 265 | 544 | 79 | 254 | 274 | 314 | 243 | 450 | 110 | 282 | 302 | 252 | 143 | LT | LT | LT | LT |
| NBC NEWS DIGEST-DAYTIME | 18 | 193 | 193 | A | 4.4 | 15 | 385 | 1364 | 883 | 268 | 1016 | 278 | 580 | 569 | 494 | 364 | 262 | 92^ | 132^ | 83^ | 103^ | 98^ | 36v | 36v | 50^ | LT |
| MWF 2.57P 1 NBC N | | 96 | 96 | B | 4.3 | 15 | 376 | 1304 | 862 | 188 | 971 | 319 | 523 | 468 | 412 | 383 | 253 | 76 | 115 | 99 | 111 | 99 | 49 | 49 | 31 | LT |
| NEW CARD SHARKS | 35 | 173 | 173 | A | 4.3 | 18 | 376 | 1101 | 691 | 136^ | 736 | 176^ | 280 | 301 | 233 | 411 | 268 | 69^ | 124^ | 79^ | 117^ | 144^ | LT | LT | 88^ | 31v |
| M-F 10.30A 30 CBS QP | | 84 | 85 | B | 3.6 | 16 | 315 | 1142 | 687 | 140 | 755 | 202 | 318 | 287 | 262 | 405 | 285 | 70 | 133 | 100 | 126 | 145 | 25 | LT | 77 | 26 |
| NEWSBREAK-11.57 | 35 | 186 | 186 | A | 7.2 | 29 | 629 | 1267 | 717 | 161 | 813 | 177 | 316 | 337 | 307 | 435 | 314 | 116 | 166 | 60^ | 110 | 148 | 52^ | 14v | 88^ | 34^ |
| M-F 11.57A 2 CBS N | | 87 | 87 | B | 6.5 | 28 | 568 | 1232 | 708 | 182 | 803 | 179 | 326 | 307 | 323 | 434 | 318 | 84 | 143 | 90 | 149 | 164 | 41 | 17 | 70 | 19 |
| NEWSBREAK-3.44 | 35 | 198 | 199 | A | 6.5 | 21 | 568 | 1283 | 777 | 213 | 923 | 234 | 408 | 390 | 370 | 456 | 209 | 71^ | 128 | 81^ | 81^ | 71^ | 112^ | 74^ | 39^ | 32^ |
| 1 MON. 3.41P 1 CBS N | | 97 | 97 | B | 6.2 | 20 | 542 | 1309 | 797 | 189 | 917 | 235 | 445 | 395 | 404 | 419 | 227 | 84 | 132 | 97 | 92 | 79 | 99 | 76 | 66 | 31 |
| 1 TUE. 3.43P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 W & F 3.44P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 3.42P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 3.45P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 3.39P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W & F 3.42P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 3.47P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | 28 | 209 | 210 | A | 7.4 | 26 | 647 | 1270 | 769 | 202 | 864 | 408 | 624 | 580 | 349 | 177 | 270 | 79^ | 146 | 135 | 108 | 110 | 37^ | 31^ | 99^ | 24v |
| M-F 2.00P 60 ABC DD | | 99 | 99 | B | 7.3 | 26 | 638 | 1217 | 787 | 214 | 892 | 403 | 625 | 565 | 376 | 200 | 227 | 77 | 121 | 94 | 77 | 99 | 33 | 27 | 65 | 15 |
| 2.00 - 2.30 | | | | A | 7.1 | 24 | 621 | 1269 | 791 | 205 | 887 | 426 | 653 | 604 | 359 | 174 | 259 | 74^ | 138 | 126 | 104^ | 108^ | 26v | 21v | 97^ | 21v |
| 2.30 - 3.00 | | | | A | 7.5 | 26 | 656 | 1279 | 761 | 201 | 857 | 397 | 607 | 568 | 346 | 183 | 279 | 83^ | 153 | 140 | 110 | 112 | 44^ | 38^ | 99^ | 23v |
| PRICE IS RIGHT 1 | 34 | 207 | 207 | A | 6.6 | 28 | 577 | 1289 | 744 | 151 | 811 | 161 | 326 | 356 | 332 | 434 | 323 | 96^ | 177 | 96^ | 147 | 140 | 51^ | 17v | 104^ | 24v |
| M-F 11.00A 30 CBS AP | | 99 | 99 | B | 6.0 | 27 | 524 | 1276 | 744 | 171 | 823 | 194 | 351 | 338 | 339 | 425 | 327 | 83 | 156 | 110 | 160 | 158 | 45 | 21 | 81 | 22 |
| PRICE IS RIGHT 2 | 35 | 207 | 207 | A | 8.4 | 34 | 734 | 1277 | 736 | 144 | 802 | 159 | 315 | 340 | 317 | 434 | 324 | 109 | 166 | 63^ | 119 | 158 | 52^ | 16v | 99 | 33^ |
| M-F 11.30A 30 CBS AP | | 99 | 99 | B | 7.5 | 32 | 656 | 1242 | 739 | 170 | 814 | 172 | 331 | 324 | 341 | 438 | 319 | 80 | 140 | 87 | 151 | 169 | 39 | 19 | 70 | 21 |
| RYAN'S HOPE | 30 | 167 | 167 | A | 2.8 | 10 | 245 | 1078 | 694 | 155^ | 784 | 282 | 539 | 457 | 339 | 245^ | 192^ | 32v | 85^ | 101^ | 98^ | 91^ | 21v | LT | 81^ | LT |
| M-F 12.00N 30 ABC DD | | 85 | 85 | B | 2.6 | 10 | 227 | 1172 | 726 | 190 | 834 | 334 | 568 | 487 | 330 | 253 | 216 | 52 | 95 | 81 | 94 | 115 | 37 | LT | 85 | LT |
| SALE OF THE CENTURY | 30 | 163 | 163 | A | 3.9 | 16 | 341 | 1173 | 748 | 128^ | 798 | 188^ | 335 | 308 | 290 | 437 | 256 | 59^ | 118^ | 88^ | 82^ | 138^ | 14v | LT | 105^ | 50v |
| M-F 10.30A 30 NBC QG | | 84 | 84 | B | 3.8 | 17 | 332 | 1211 | 798 | 157 | 852 | 235 | 396 | 339 | 316 | 432 | 277 | 71 | 128 | 88 | 90 | 146 | LT | LT | 71 | 19 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SANTA BARBARA | | | | 30 | 197 | 197 | A | 4.4 | 14 | 385 | 1338 | 833 | 138^ | 875 | 332 | 464 | 423 | 364 | 333 | 241 | 81^ | 114^ | 55^ | 82^ | 122^ | 102^ | 89^ | 120^ | 78^ |
| M-F | 3.00P | 60 | NBC | DD | 97 | 97 | B | 4.2 | 14 | 367 | 1359 | 877 | 130 | 927 | 367 | 485 | 395 | 349 | 380 | 225 | 64 | 107 | 70 | 91 | 114 | 93 | 66 | 114 | 73 |
| 3.00 - 3.30 | | | | | | | A | 4.3 | 14 | 376 | 1311 | 866 | 148^ | 912 | 343 | 486 | 455 | 380 | 341 | 246 | 91^ | 125^ | 58^ | 77^ | 116^ | 74^ | 69^ | 79^ | 45v |
| 3.30 - 4.00 | | | | | | | A | 4.6 | 14 | 402 | 1313 | 773 | 121^ | 815 | 308 | 425 | 381 | 340 | 320 | 221 | 67^ | 93^ | 44^ | 79^ | 123^ | 123^ | 102^ | 154^ | 107^ |
| SCRABBLE | | | | 30 | 193 | 194 | A | 4.7 | 19 | 411 | 1292 | 748 | 160^ | 802 | 187 | 318 | 300 | 299 | 427 | 331 | 74^ | 118^ | 99^ | 141^ | 182 | 34v | 20v | 125^ | 76^ |
| M-F | 11.30A | 30 | NBC | QG | 96 | 96 | B | 4.6 | 20 | 402 | 1218 | 752 | 137 | 800 | 158 | 314 | 315 | 326 | 434 | 333 | 81 | 122 | 117 | 131 | 177 | 20 | 13 | 65 | 28 |
| SEARCH FOR TOMORROW | | | | 30 | 144 | 144 | A | 2.5 | 9 | 219 | 1717 | 854 | 160^ | 979 | 343 | 457 | 360 | 315 | 476 | 498 | 170^ | 283^ | 201^ | 242^ | 160^ | 57v | 40v | 183^ | 109^ |
| M-F | 12.30P | 30 | NBC | DD | 74 | 74 | B | 2.3 | 9 | 201 | 1615 | 805 | 187 | 966 | 362 | 463 | 354 | 321 | 467 | 491 | 171 | 271 | 173 | 238 | 179 | 39 | 28 | 119 | 69 |
| SUPER PASSWORD | | | | 30 | 149 | 149 | A | 3.4 | 13 | 297 | 1310 | 714 | 95^ | 842 | 152^ | 293 | 266 | 339 | 519 | 326 | 75^ | 98^ | 71^ | 114^ | 212^ | 40v | 27v | 102^ | 37v |
| M-F | 12.00N | 30 | NBC | QG | 72 | 72 | B | 3.4 | 13 | 297 | 1153 | 736 | 91 | 802 | 118 | 253 | 255 | 323 | 513 | 272 | 55 | 85 | 66 | 103 | 175 | 41 | LT | 38 | LT |
| TODAY SHOW-7.30AM | | | | 30 | 204 | 204 | A | 5.5 | 25 | 481 | 1299 | 756 | 293 | 783 | 149 | 388 | 409 | 398 | 329 | 408 | 125^ | 201 | 181 | 169 | 187 | 19v | 19v | 89^ | 77^ |
| M-F | 7.30A | 30 | NBC | N | 99 | 99 | B | 5.1 | 25 | 446 | 1307 | 745 | 248 | 795 | 178 | 426 | 423 | 383 | 318 | 430 | 114 | 214 | 209 | 201 | 181 | 16 | LT | 66 | 56 |
| TODAY SHOW-8.30AM | | | | 30 | 204 | 204 | A | 5.3 | 23 | 463 | 1184 | 811 | 185 | 830 | 191 | 389 | 356 | 334 | 400 | 302 | 71^ | 127^ | 116^ | 115^ | 162 | LT | LT | 46^ | 35v |
| M-F | 8.30A | 30 | NBC | N | 99 | 99 | B | 5.0 | 23 | 437 | 1199 | 809 | 162 | 832 | 176 | 363 | 358 | 328 | 425 | 323 | 69 | 138 | 124 | 146 | 164 | 11 | LT | 33 | 21 |
| $25,000 PYRAMID | | | | 34 | 177 | 177 | A | 4.1 | 17 | 358 | 1078 | 753 | 109^ | 795 | 178^ | 351 | 344 | 302 | 407 | 201 | 31v | 95^ | 90^ | 114^ | 103^ | LT | LT | 70^ | 14v |
| M-F | 10.00A | 30 | CBS | QP | 91 | 91 | B | 3.6 | 16 | 315 | 1151 | 710 | 154 | 788 | 198 | 354 | 316 | 300 | 403 | 278 | 81 | 140 | 109 | 115 | 125 | 19 | LT | 66 | 17 |
| WHEEL OF FORTUNE | | | | 30 | 208 | 208 | A | 6.3 | 26 | 551 | 1285 | 787 | 125 | 835 | 161 | 298 | 312 | 314 | 470 | 338 | 83^ | 134 | 79^ | 118^ | 199 | 35^ | 16v | 77^ | 38^ |
| M-F | 11.00A | 30 | NBC | QG | 98 | 98 | B | 6.0 | 27 | 524 | 1256 | 799 | 132 | 846 | 161 | 321 | 326 | 335 | 469 | 323 | 73 | 118 | 95 | 118 | 182 | 22 | 14 | 65 | 20 |
| YOUNG AND THE RESTLESS | | | | 35 | 208 | 208 | A | 8.4 | 11 | 734 | 1260 | 840 | 216 | 960 | 268 | 477 | 457 | 421 | 410 | 223 | 60^ | 119 | 83^ | 91^ | 95 | 35^ | 11v | 42^ | 18v |
| M-F | 12.30P | 60 | CBS | DD | 99 | 99 | B | 7.9 | 11 | 690 | 1249 | 822 | 198 | 941 | 279 | 498 | 423 | 401 | 388 | 244 | 64 | 120 | 90 | 101 | 118 | 25 | 15 | 39 | 12 |
| 12.30 - 1.00 | | | | | | | A | 8.4 | 11 | 734 | 1244 | 833 | 199 | 942 | 252 | 463 | 453 | 418 | 408 | 220 | 57^ | 114 | 77^ | 91^ | 98 | 35^ | 10v | 47^ | 19v |
| 1.00 - 1.30 | | | | | | | A | 8.4 | 10 | 734 | 1266 | 851 | 226 | 979 | 284 | 493 | 464 | 425 | 411 | 222 | 66^ | 124 | 85^ | 85^ | 89^ | 28^ | 9v | 37^ | 15v |
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | | | | 7 | 173 | 172 | A | 4.2 | 14 | 367 | 1777 | 369^ | 189^ | 467 | 279^ | 377^ | 214^ | 149^ | 90v | 183^ | 46v | 128^ | 158^ | 112^ | 25v | 173^ | 157^ | 954 | 556 |
| SAT. | 12.00N | 30 | ABC | FV | 88 | 87 | B | 4.0 | 14 | 350 | 1671 | 379 | 149 | 440 | 261 | 319 | 256 | 135 | 114 | 331 | 115 | 232 | 205 | 144 | 79 | 132 | 94 | 768 | 472 |
| AL MCGUIRE BASKETBALL SP.(S) | | | | | | 160 | A | 3.9 | 9 | 341 | 924 | 484^ | 65v | 484^ | 64v | 64v | 115v | 115v | 305^ | 287^ | 120v | 120v | 120v | 91v | 167v | LT | LT | 153v | 103v |
| 2 SAT. | 5.30P | 30 | NBC | SC | | 88 | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL NEW EWOKS | | | | 7 | 195 | 195 | A | 4.0 | 13 | 350 | 1826 | 254^ | 123^ | 338^ | 130^ | 246^ | 169^ | 157^ | 92v | 312^ | 111^ | 298^ | 289^ | 187^ | 14v | 256^ | 185^ | 920 | 494 |
| SAT. | 11.30A | 30 | ABC | CA | 93 | 90 | B | 4.2 | 15 | 367 | 1689 | 414 | 172 | 469 | 269 | 377 | 291 | 158 | 87 | 226 | 83 | 187 | 166 | 116 | 37 | 133 | 85 | 861 | 489 |
| ALVIN AND THE CHIPMUNKS | | | | 3 | 201 | 199 | A | 7.0 | 24 | 612 | 1822 | 366 | 92^ | 379 | 223^ | 281 | 177^ | 83^ | 98^ | 317 | 184^ | 235 | 175^ | 115^ | 73^ | 201^ | 95^ | 925 | 537 |
| SAT. | 10.30A | 30 | NBC | CA | 99 | 99 | B | 6.8 | 23 | 594 | 1848 | 363 | 164 | 446 | 294 | 344 | 214 | 83 | 87 | 262 | 142 | 177 | 138 | 107 | 78 | 235 | 111 | 905 | 504 |
| AMERICAN BANDSTAND | | | | 7 | 132 | 127 | A | 2.3 | 7 | 201 | 1587 | 329^ | 125v | 458^ | 254^ | 343^ | 219^ | 150v | 75v | 408^ | 159v | 329^ | 328^ | 249^ | 51v | 139v | 54v | 582^ | 269^ |
| SAT. | 1.00P | 30 | ABC | PC | 64 | 63 | B | 2.3 | 7 | 201 | 1440 | 381 | 133 | 448 | 217 | 305 | 295 | 167 | 101 | 335 | 70 | 220 | 226 | 204 | 86 | 166 | 113 | 491 | 319 |
| BERENSTAIN BEARS | | | | 8 | 171 | 170 | A | 2.4 | 15 | 210 | 1624 | 201^ | 206^ | 330^ | 244^ | 272^ | 215^ | 57v | 58v | 229^ | 68v | 157v | 148v | 161v | 72v | 93v | LT | 972 | 686 |
| SAT. | 8.00A | 30 | CBS | CA | 81 | 81 | B | 2.5 | 16 | 219 | 1729 | 255 | 74 | 307 | 143 | 195 | 191 | 99 | 84 | 239 | 105 | 182 | 173 | 113 | 52 | 105 | 51 | 1078 | 632 |
| BUGS BUNNY & TWEETY SHOW | | | | 7 | 200 | 201 | A | 4.9 | 17 | 428 | 1673 | 220^ | 133^ | 323^ | 123^ | 222^ | 170^ | 141^ | 91^ | 235^ | 114^ | 199^ | 170^ | 97^ | 36v | 256^ | 128^ | 859 | 493 |
| SAT. | 11.00A | 30 | ABC | CA | 96 | 95 | B | 4.7 | 16 | 411 | 1827 | 439 | 244 | 505 | 329 | 395 | 299 | 134 | 85 | 310 | 162 | 243 | 150 | 108 | 67 | 126 | 66 | 886 | 506 |
| BUSINESS WORLD | | | | 6 | 124 | 123 | A | 2.1 | 6 | 184 | 1120 | 587^ | 305^ | 587^ | 87v | 87v | 87v | 55v | 500^ | 261^ | 105v | 175v | 175v | 70v | 86v | LT | LT | 262^ | 228^ |
| SUN. | 12.30P | 30 | ABC | N | 76 | 76 | B | 1.7 | 5 | 149 | 1226 | 518 | 419 | 724 | 242 | 327 | 166 | 184 | 397 | 346 | 143 | 227 | 198 | 124 | 119 | 38 | LT | 118 | 105 |
| CARE BEAR FAMILY | | | | 8 | 204 | 204 | A | 3.5 | 17 | 306 | 1794 | 285^ | 95v | 285^ | 118v | 158^ | 104v | 99v | 108v | 128^ | 72v | 95v | 73v | 45v | 33v | 205^ | 146^ | 1176 | 775 |
| SAT. | 8.30A | 30 | ABC | CA | 98 | 98 | B | 3.9 | 19 | 341 | 1721 | 322 | 151 | 355 | 200 | 265 | 240 | 108 | 77 | 130 | 66 | 97 | 74 | 39 | 33 | 151 | 93 | 1085 | 695 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | T/C THIS SEASON NET | PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS (12-17) FEM. | CHILDREN (2-11) TOTAL | CHILDREN (2-11) 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS COLLEGE FOOTBALL PRE | | | 8 | | 188 | 189 | A | 4.5 | 15 | 393 | 1924 | 462 | 135^ | 500 | 225^ | 252^ | 127^ | 127^ | 219^ | 681 | 214^ | 422 | 310^ | 300^ | 244^ | 212^ | 108^ | 531 | 330^ |
| 1 SAT. | 12.00N | 19 | CBS | SC | 95 | 96 | B | 4.6 | 15 | 402 | 1654 | 407 | 136 | 447 | 166 | 232 | 167 | 163 | 182 | 700 | 222 | 427 | 349 | 319 | 245 | 162 | 68 | 345 | 208 |
| 2 SAT. | 12.00N | 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS COLLEGE FOOTBALL GAME | | | 8 | | 190 | 199 | A | 7.2 | 21 | 629 | 1417 | 443 | 148^ | 467 | 119^ | 229 | 192^ | 204^ | 204^ | 746 | 230 | 442 | 382 | 350 | 253 | 76^ | 29v | 128^ | 70^ |
| 1 SAT. | 12.19P | 200 | CBS | SE | 95 | 98 | B | 7.3 | 20 | 638 | 1336 | 392 | 137 | 422 | 88 | 195 | 185 | 206 | 198 | 759 | 226 | 415 | 381 | 352 | 293 | 73 | 14 | 82 | 48 |
| 2 SAT. | 12.17P | 242 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | | | | A | 4.9 | 16 | 428 | 1846 | 465 | 122^ | 490 | 220^ | 281^ | 163^ | 166^ | 181^ | 698 | 194^ | 397 | 332 | 297^ | 273^ | 206^ | 98^ | 452 | 245^ |
| 12.30 - 1.00 | | | | | | | A | 6.0 | 19 | 524 | 1779 | 511 | 115^ | 541 | 276 | 335 | 155^ | 146^ | 176^ | 737 | 206^ | 438 | 370 | 344 | 262^ | 180^ | 82^ | 321 | 177^ |
| 1.00 - 1.30 | | | | | | | A | 6.2 | 19 | 542 | 1476 | 497 | 153^ | 515 | 185^ | 291 | 181^ | 192^ | 205^ | 719 | 267 | 416 | 328 | 253^ | 261 | 98^ | 49v | 144^ | 81^ |
| 1.30 - 2.00 | | | | | | | A | 6.9 | 21 | 603 | 1406 | 466 | 129^ | 487 | 135^ | 256 | 196^ | 211^ | 198^ | 721 | 230^ | 410 | 347 | 301 | 263 | 76^ | 38v | 122^ | 67^ |
| 2.00 - 2.30 | | | | | | | A | 6.4 | 19 | 559 | 1301 | 402 | 161^ | 428 | 73^ | 188^ | 178^ | 200^ | 217^ | 718 | 234^ | 432 | 381 | 333 | 232^ | 71^ | 25v | 84^ | 44v |
| 2.30 - 3.00 | | | | | | | A | 7.3 | 21 | 638 | 1307 | 389 | 148^ | 414 | 72^ | 183^ | 187^ | 193^ | 196^ | 753 | 219^ | 462 | 414 | 380 | 235 | 62^ | 20v | 78^ | 43v |
| 3.00 - 3.30 | | | | | | | A | 8.0 | 23 | 699 | 1322 | 412 | 141^ | 430 | 68^ | 199^ | 203 | 215 | 201^ | 787 | 239 | 492 | 439 | 405 | 241 | 28v | LT | 77^ | 43v |
| 3.30 - 4.00 | | | | | | | A | 9.8 | 28 | 857 | 1370 | 464 | 176 | 482 | 63^ | 204 | 226 | 251 | 228 | 778 | 215 | 451 | 408 | 407 | 278 | 42v | LT | 68^ | 38v |
| 4.00 - 4.30 | | | | | | | A | 11.9 | 33 | 1040 | 1392 | 488 | 223^ | 503 | 55v | 190^ | 264^ | 280 | 239^ | 787 | 241^ | 448 | 385 | 406 | 258^ | 43v | LT | 59v | 32v |
| CBS COLLEGE FOOTBALL GM 2 | | | 2 | | 202 | 201 | A | 5.9 | 14 | 516 | 1289 | 503 | 184^ | 556 | 78^ | 203^ | 217^ | 215^ | 323 | 649 | 137^ | 302 | 304 | 337 | 289 | 37v | LT | 47v | 36v |
| 1 SAT. | 3.41P | 197 | CBS | SE | 97 | 97 | B | 5.9 | 14 | 516 | 1289 | 503 | 184 | 556 | 78 | 203 | 217 | 215 | 323 | 649 | 137 | 302 | 304 | 337 | 289 | 37 | LT | 47 | 36 |
| 2 SAT. | 4.19P | 161 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | A | 4.8 | 13 | 420 | 1448 | 484^ | 129v | 555^ | 38v | 267^ | 267^ | 267^ | 288^ | 631^ | 165v | 342^ | 289^ | 347^ | 234^ | 61v | LT | 201^ | 39v |
| 4.00 - 4.30 | | | | | | | A | 5.8 | 16 | 507 | 1361 | 556 | 197^ | 635 | 69v | 240^ | 265^ | 232^ | 370 | 671 | 170^ | 338 | 294 | 329 | 275^ | 26v | LT | 29v | 20v |
| 4.30 - 5.00 | | | | | | | A | 6.1 | 16 | 533 | 1248 | 491 | 168^ | 541 | 39v | 178^ | 204^ | 199^ | 337 | 644 | 122^ | 270 | 294 | 339 | 302 | 39v | LT | 24v | 24v |
| 5.00 - 5.30 | | | | | | | A | 6.2 | 15 | 542 | 1304 | 509 | 216^ | 555 | 83^ | 193^ | 210^ | 182^ | 326 | 658 | 130^ | 259^ | 280 | 341 | 326 | 39v | LT | 52v | 52v |
| 5.30 - 6.00 | | | | | | | A | 5.6 | 13 | 489 | 1268 | 502 | 219^ | 536 | 118^ | 222^ | 234^ | 207^ | 277^ | 653 | 127^ | 283^ | 312 | 343 | 294 | 30v | LT | 49v | 49v |
| 6.00 - 6.30 | | | | | | | A | 5.6 | 12 | 489 | 1352 | 494 | 177^ | 560 | 80^ | 182^ | 195^ | 217^ | 343 | 682 | 159^ | 363 | 348 | 350 | 278^ | 48v | LT | 62v | 62v |
| 6.30 - 7.00 | | | | | | | A | 6.0 | 12 | 524 | 1202 | 501 | 182^ | 537 | 93^ | 202^ | 200^ | 227^ | 314 | 617 | 122^ | 312 | 321 | 330 | 270 | 30v | LT | 18v | LT |
| 7.00 - 7.30 | | | | | | | A | 3.9 | 8 | 341 | 1877 | 821 | 267^ | 958 | 123v | 340^ | 291^ | 386^ | 618^ | 843 | 133v | 456^ | 452^ | 404^ | 346^ | LT | LT | 76v | 76v |
| CBS COLLEGE FOOTBALL POST | | | 1 | | 132 | | A | 3.7 | 7 | 323 | 1158 | 489^ | 239^ | 489^ | 102v | 288^ | 313^ | 235^ | 176v | 623^ | 202v | 300^ | 291^ | 276^ | 257^ | 46v | LT | LT | LT |
| 1 SAT. | 6.51P | 9 | CBS | SC | 55 | | B | 3.7 | 7 | 323 | 1158 | 489 | 239 | 489 | 102 | 288 | 313 | 235 | 176 | 623 | 202 | 300 | 291 | 276 | 257 | 46 | LT | LT | LT |
| CBS NFL TODAY | | | 8 | | 206 | 202 | A | 6.8 | 20 | 594 | 1434 | 415 | 143^ | 453 | 170^ | 215^ | 182^ | 135^ | 221^ | 869 | 325 | 533 | 486 | 374 | 273 | 77^ | 38v | 35v | 27v |
| SUN. | 12.30P | 30 | CBS | SC | 99 | 99 | B | 7.1 | 22 | 621 | 1499 | 452 | 196 | 508 | 174 | 283 | 246 | 207 | 196 | 833 | 325 | 517 | 495 | 375 | 238 | 88 | 29 | 70 | 49 |
| CBS NFL FOOTBALL GAME 1 | | | 8 | | 207 | 205 | A | 17.4 | 41 | 1521 | 1464 | 450 | 215 | 502 | 161 | 272 | 280 | 219 | 186 | 791 | 261 | 463 | 450 | 405 | 255 | 87^ | 27^ | 84^ | 46^ |
| 1 SUN. | 1.00P | 199 | CBS | SE | 99 | 99 | B | 16.5 | 38 | 1442 | 1428 | 447 | 211 | 490 | 158 | 275 | 274 | 229 | 172 | 784 | 258 | 471 | 463 | 401 | 247 | 82 | 25 | 72 | 44 |
| 2 SUN. | 1.00P | 197 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | | | A | 13.8 | 36 | 1206 | 1438 | 436 | 175 | 469 | 114^ | 220 | 247 | 224 | 203 | 818 | 266 | 498 | 467 | 440 | 239 | 77^ | 26v | 74^ | 46^ |
| 1.30 - 2.00 | | | | | | | A | 16.6 | 40 | 1451 | 1478 | 460 | 193 | 482 | 136 | 241 | 275 | 222 | 189 | 820 | 264 | 489 | 473 | 439 | 250 | 64^ | 30^ | 112 | 50^ |
| 2.00 - 2.30 | | | | | | | A | 17.5 | 42 | 1530 | 1493 | 455 | 218 | 497 | 166 | 281 | 276 | 209 | 176 | 806 | 269 | 485 | 467 | 421 | 248 | 80^ | 29^ | 110 | 41^ |
| 2.30 - 3.00 | | | | | | | A | 17.3 | 40 | 1512 | 1529 | 487 | 241 | 544 | 193 | 309 | 298 | 225 | 194 | 771 | 255 | 448 | 431 | 392 | 257 | 97 | 34^ | 117 | 61^ |
| 3.00 - 3.30 | | | | | | | A | 17.9 | 41 | 1564 | 1417 | 417 | 206 | 502 | 169 | 286 | 287 | 224 | 175 | 757 | 241 | 432 | 419 | 390 | 260 | 95 | 26^ | 63^ | 45^ |
| 3.30 - 4.00 | | | | | | | A | 19.3 | 42 | 1687 | 1377 | 410 | 203 | 470 | 157 | 261 | 267 | 206 | 166 | 758 | 233 | 415 | 408 | 386 | 274 | 96 | 23^ | 53^ | 41^ |
| 4.00 - 4.30 | | | | | | | A | 15.5 | 33 | 1355 | 1525 | 450 | 265 | 511 | 204 | 305 | 294 | 194 | 171 | 845 | 317 | 498 | 494 | 381 | 273 | 115 | 37^ | 54^ | 39^ |
| 4.30 - 5.00 | | | | | | | A | 11.1 | 23 | 970 | 1535 | 431 | 276^ | 481 | 149^ | 261^ | 295 | 243^ | 166^ | 839 | 311 | 525 | 485 | 340 | 262^ | 146^ | 37v | 69v | LT |
| CBS NFL FOOTBALL GAME 2 | | | 4 | | | 198 | A | 16.2 | 30 | 1416 | 1455 | 396 | 207 | 450 | 150^ | 229 | 235 | 218 | 162^ | 820 | 251 | 478 | 423 | 394 | 287 | 103^ | 25v | 82^ | 33v |
| 2 SUN. | 4.36P | 175 | CBS | SE | | 81 | B | 13.5 | 28 | 1180 | 1437 | 436 | 219 | 471 | 145 | 264 | 263 | 231 | 165 | 819 | 279 | 489 | 448 | 381 | 273 | 87 | 21 | 60 | 33 |
| 4.30 - 5.00 | | | | | | | A | 16.2 | 33 | 1416 | 1326 | 354 | 159^ | 384 | 91^ | 157^ | 203 | 222 | 159^ | 787 | 254 | 464 | 431 | 363 | 266 | 89^ | LT | 66^ | LT |
| 5.00 - 5.30 | | | | | | | A | 16.6 | 32 | 1451 | 1454 | 331 | 200 | 387 | 122^ | 178^ | 208 | 197 | 144^ | 887 | 330 | 551 | 434 | 388 | 276 | 89^ | 6v | 91^ | 29v |
| 5.30 - 6.00 | | | | | | | A | 15.9 | 31 | 1390 | 1501 | 367 | 228 | 427 | 136^ | 222 | 245 | 240 | 139^ | 891 | 285 | 545 | 457 | 438 | 286 | 93^ | 7v | 90^ | 40v |
| 6.00 - 6.30 CONT'D | | | | | | | A | 15.5 | 28 | 1355 | 1464 | 388 | 197^ | 448 | 183^ | 252 | 240 | 206 | 126^ | 836 | 238 | 486 | 461 | 427 | 284 | 128^ | 24v | 52v | 23v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL FOOTBALL G-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.30 - 7.00 | | | | | | | | | | A | 15.2 | 27 | 1328 | 1489 | 434 | 213 | 484 | 193^ | 280 | 238 | 207^ | 160^ | 817 | 232 | 488 | 425 | 413 | 289 | 142^ | 41v | 46v | 17v |
| 7.00 - 7.30 | | | | | | | | | | A | 17.7 | 29 | 1547 | 1474 | 471 | 218 | 527 | 161^ | 260 | 258 | 231 | 224 | 718 | 187 | 358 | 346 | 339 | 313 | 91^ | 65^ | 138^ | 75^ |
| CBS NFL FOOTBALL POST | | | | | | | 3 | 155 | | A | 9.5 | 21 | 830 | 1375 | 432 | 101^ | 432 | 212^ | 291^ | 240^ | 136^ | 127^ | 740 | 249^ | 384 | 462 | 373 | 259^ | 110^ | 39v | 93^ | 93^ |
| 1 SUN. | | 4.17P | 18 | CBS | SC | | 81 | | | B | 8.5 | 19 | 743 | 1156 | 388 | 130 | 401 | 107 | 238 | 233 | 191 | 138 | 643 | 204 | 358 | 357 | 318 | 240 | 76 | 35 | 36 | 36 |
| CFA COLLEGE FOOTBALL-PRE | | | | | | | 7 | 168 | 161 | A | 2.8 | 8 | 245 | 1735 | 562^ | 339^ | 571^ | 195^ | 285^ | 196^ | 286^ | 281^ | 829 | 241^ | 470^ | 380^ | 450^ | 326^ | 61v | LT | 274^ | 176^ |
| 1 SAT. | | 3.00P | 22 | ABC | SC | | 87 | | 82 | B | 2.8 | 8 | 245 | 1421 | 393 | 175 | 417 | 157 | 211 | 193 | 152 | 176 | 680 | 163 | 358 | 359 | 365 | 284 | 94 | 45 | 230 | 119 |
| 2 SAT. | | 3.00P | 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CFA COLLEGE FOOTBALL GAME | | | | | | | 8 | 200 | 201 | A | 8.7 | 21 | 760 | 1518 | 455 | 236 | 485 | 98^ | 194 | 198 | 266 | 252 | 874 | 211 | 452 | 481 | 487 | 329 | 56^ | 13v | 103^ | 57^ |
| 1 SAT. | | 3.22P | 207 | ABC | SE | | 98 | | 98 | B | 7.0 | 18 | 612 | 1437 | 411 | 162 | 452 | 108 | 181 | 181 | 213 | 222 | 802 | 180 | 401 | 429 | 435 | 326 | 76 | 16 | 107 | 61 |
| 2 SAT. | | 3.21P | 219 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | | | | | | | A | 3.4 | 10 | 297 | 1731 | 535 | 300^ | 542 | 135^ | 208^ | 147^ | 286^ | 327^ | 843 | 163^ | 358^ | 317^ | 453^ | 431^ | 144^ | 40v | 202^ | 128^ |
| 3.30 - 4.00 | | | | | | | | | | A | 5.7 | 16 | 498 | 1643 | 474 | 262^ | 496 | 108^ | 205^ | 179^ | 286 | 280^ | 852 | 177^ | 378 | 351 | 460 | 409 | 111^ | 42v | 184^ | 110^ |
| 4.00 - 4.30 | | | | | | | | | | A | 7.3 | 20 | 638 | 1453 | 415 | 233 | 454 | 108^ | 189^ | 180^ | 243 | 240 | 834 | 154^ | 363 | 378 | 511 | 391 | 48v | 16v | 117^ | 81^ |
| 4.30 - 5.00 | | | | | | | | | | A | 8.7 | 23 | 760 | 1487 | 444 | 288 | 488 | 125^ | 229 | 235 | 259 | 226 | 858 | 179^ | 395 | 430 | 505 | 371 | 31v | 11v | 110^ | 86^ |
| 5.00 - 5.30 | | | | | | | | | | A | 8.9 | 22 | 778 | 1424 | 415 | 254 | 456 | 99^ | 201 | 192 | 238 | 235 | 851 | 178^ | 451 | 484 | 494 | 319 | 26v | 10v | 91^ | 48^ |
| 5.30 - 6.00 | | | | | | | | | | A | 10.8 | 24 | 944 | 1422 | 416 | 225 | 452 | 85^ | 185 | 181 | 243 | 236 | 877 | 210 | 471 | 500 | 477 | 320 | 42^ | 12v | 51^ | 15v |
| 6.00 - 6.30 | | | | | | | | | | A | 10.8 | 22 | 944 | 1601 | 485 | 194 | 509 | 84^ | 188 | 208 | 300 | 258 | 906 | 258 | 523 | 568 | 494 | 266 | 76^ | 9v | 110^ | 51^ |
| 6.30 - 7.00 | | | | | | | | | | A | 11.2 | 22 | 979 | 1585 | 507 | 210 | 538 | 99^ | 184 | 219 | 287 | 279 | 897 | 287 | 520 | 572 | 458 | 260 | 55^ | LT | 95^ | 41^ |
| CFA COLLEGE FOOTBALL POST | | | | | | | 7 | 200 | | A | 7.9 | 15 | 690 | 1583 | 426 | 193^ | 426 | 67v | 133^ | 170^ | 239^ | 240^ | 1024 | 418 | 671 | 638 | 494 | 244^ | 37v | LT | 96v | 44v |
| 1 SAT. | | 6.49P | 11 | ABC | SC | | 98 | | | B | 6.5 | 14 | 568 | 1489 | 440 | 110 | 475 | 113 | 222 | 201 | 254 | 211 | 824 | 222 | 475 | 460 | 460 | 297 | 91 | 24 | 99 | 50 |
| FACE THE NATION | | | | | | | 7 | 112 | 120 | A | 3.9 | 11 | 288 | 1052 | 579 | 181^ | 593 | 139^ | 195^ | 219^ | 244^ | 174^ | 410^ | 80v | 177^ | 187^ | 139^ | 223^ | 49v | 49v | LT | LT |
| SUN. | | 10.30A | 30 | CBS | CC | | 80 | | 83 | B | 2.5 | 8 | 219 | 1184 | 521 | 232 | 583 | 114 | 182 | 206 | 224 | 173 | 532 | 200 | 299 | 279 | 183 | 217 | 46 | 30 | 23 | LT |
| FLINTSTONE KIDS 1 | | | | | | | 8 | 206 | 204 | A | 3.8 | 16 | 332 | 1762 | 291^ | 145^ | 331^ | 111^ | 217^ | 184^ | 174^ | 84v | 144^ | 98v | 116^ | 51v | 46v | 28v | 260^ | 168^ | 1027 | 657 |
| SAT. | | 9.00A | 30 | ABC | CA | | 99 | | 99 | B | 4.8 | 21 | 420 | 1503 | 249 | 120 | 278 | 141 | 198 | 181 | 105 | 63 | 149 | 57 | 116 | 95 | 69 | 30 | 157 | 103 | 919 | 566 |
| FLINTSTONE KIDS 2 | | | | | | | 8 | 206 | 204 | A | 4.5 | 17 | 393 | 1743 | 305^ | 137^ | 340^ | 148^ | 226^ | 209^ | 162^ | 70v | 168^ | 114^ | 135^ | 61v | 54v | 33v | 258^ | 135^ | 977 | 657 |
| SAT. | | 9.30A | 30 | ABC | CA | | 99 | | 99 | B | 5.2 | 20 | 454 | 1600 | 270 | 132 | 304 | 148 | 215 | 206 | 128 | 62 | 173 | 82 | 140 | 107 | 78 | 32 | 144 | 72 | 979 | 630 |
| FOOFUR | | | | | | | 3 | 199 | 197 | A | 6.5 | 22 | 568 | 1898 | 549 | 91^ | 577 | 442 | 489 | 264 | 70^ | 88^ | 363 | 222^ | 279 | 148^ | 95^ | 63v | 152^ | 56v | 806 | 434 |
| SAT. | | 11.00A | 30 | NBC | CA | | 98 | | 98 | B | 6.0 | 20 | 524 | 1888 | 479 | 136 | 546 | 412 | 446 | 251 | 74 | 87 | 306 | 184 | 236 | 118 | 90 | 55 | 198 | 70 | 838 | 466 |
| GALAXY HIGH SCHOOL (B) | | | | | | | | 166 | | A | 2.8 | 10 | 245 | 1490 | 286v | 200v | 371^ | 150v | 199v | 199v | 110v | 172v | 483^ | 30v | 258v | 258v | 228v | 225v | 179v | 53v | 457^ | 344^ |
| 1 SAT. | | 11.00A | 30 | CBS | CA | | 80 | | | | | | | | | | | | | | | | | | | | | | | | | |
| GALAXY HIGH(B) | | | | | | | | | 162 | A | 3.4 | 12 | 297 | 2064 | 427^ | 87v | 443^ | 233v | 352^ | 191v | 119v | 91v | 333^ | 306^ | 306^ | 178v | LT | 27v | 230v | 67v | 1058 | 697^ |
| 2 SAT. | | 11.00A | 30 | CBS | CA | | | | 79 | | | | | | | | | | | | | | | | | | | | | | | |
| GUMMI BEARS | | | | | | | 8 | 202 | 202 | A | 5.0 | 24 | 437 | 1501 | 253^ | 46v | 273^ | 240^ | 273^ | 148^ | 33v | LT | 192^ | 156^ | 192^ | 87^ | 36v | LT | 139^ | 86^ | 897 | 591 |
| SAT. | | 8.30A | 30 | NBC | CA | | 99 | | 99 | B | 4.4 | 22 | 385 | 1444 | 257 | 115 | 285 | 156 | 217 | 178 | 113 | 39 | 159 | 98 | 130 | 89 | 61 | 21 | 123 | 45 | 877 | 599 |
| IN THE NEWS-11.56AM(B) | | | | | | | | 148 | | A | 2.2 | 7 | 192 | 2115 | 250v | 47v | 421^ | 47v | 47v | LT | 67v | 374^ | 814^ | 220v | 590^ | 516^ | 370v | 224v | 161v | 47v | 719^ | 579^ |
| 1 SAT. | | 11.56A | 3 | CBS | CN | | | 73 | | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-11.56AM-(B) | | | | | | | | | 144 | A | 3.8 | 12 | 332 | 1940 | 302^ | 172v | 398^ | 99v | 153v | 153v | 134v | 245^ | 272^ | 175v | 175v | 68v | LT | 97v | 297^ | 117v | 973 | 690^ |
| 2 SAT. | | 11.56A | 3 | CBS | CN | | | | 71 | | | | | | | | | | | | | | | | | | | | | | | |
| IT'S PUNKY BREWSTER | | | | | | | 3 | 185 | 181 | A | 6.0 | 20 | 524 | 1800 | 362 | 91^ | 423 | 246^ | 351 | 252^ | 135^ | 72^ | 379 | 216^ | 315 | 148^ | 111^ | 64v | 179^ | 78^ | 819 | 432 |
| SAT. | | 11.30A | 30 | NBC | CA | | 96 | | 95 | B | 5.8 | 19 | 507 | 1793 | 354 | 118 | 412 | 249 | 330 | 233 | 104 | 80 | 312 | 184 | 251 | 101 | 81 | 61 | 211 | 74 | 858 | 491 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KAPALUA GOLF(S) | | 173 | | A | 3.0 | 8 | 262 | 1115 | 336^ | 42v | 336^ | 42v | 42v | LT | 19v | 294^ | 581^ | 110v | 236v | 150v | 188v | 321^ | 38v | LT | 160v | 146v |
| 1 SAT. 3.30P 120 NBC SE | | 89 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 2.6 | 7 | 227 | 1110^ | 335^ | 31v | 335^ | LT | LT | LT | 49v | 318^ | 599^ | 123v | 317^ | 194v | 233v | 282v | 22v | LT | 154v | 154v |
| 4.00 - 4.30 | | | | A | 2.7 | 7 | 236 | 1123^ | 339^ | 64v | 339^ | 47v | 47v | LT | LT | 292v | 419^ | 118v | 118v | LT | 26v | 301v | 51v | LT | 314^ | 242v |
| 4.30 - 5.00 | | | | A | 3.1 | 8 | 271 | 1137 | 351^ | 63v | 351^ | 52v | 52v | LT | LT | 299^ | 598^ | 111v | 263v | 152v | 178v | 335^ | 51v | LT | 137v | 137v |
| 5.00 - 5.30 | | | | A | 3.5 | 8 | 306 | 1108 | 330^ | LT | 330^ | 46v | 46v | LT | 32v | 284^ | 674^ | 95v | 248^ | 232v | 284^ | 347^ | 26v | LT | 78v | 78v |
| KIDD VIDEO | 8 | 138 | 133 | A | 3.1 | 10 | 271 | 1867 | 398^ | 74v | 450^ | 246^ | 287^ | 121v | 99v | 163^ | 235^ | 220^ | 220^ | 88v | LT | LT | 163^ | 137^ | 1019 | 716 |
| SAT. 12.30P 30 NBC CA | | 76 | 76 | B | 2.9 | 9 | 253 | 1572 | 373 | 150 | 405 | 190 | 313 | 177 | 170 | 92 | 240 | 152 | 182 | 134 | 76 | 58 | 220 | 147 | 707 | 429 |
| KISSYFUR | 8 | 202 | 202 | A | 3.9 | 24 | 341 | 1674 | 247^ | LT | 308^ | 223^ | 258^ | 124^ | 85v | 50v | 209^ | 129^ | 164^ | 67v | 35v | 45v | 143^ | 91v | 1014 | 763 |
| SAT. 8.00A 30 NBC CA | | 99 | 99 | B | 3.2 | 21 | 280 | 1654 | 250 | 59 | 292 | 171 | 220 | 129 | 107 | 57 | 200 | 122 | 150 | 103 | 64 | 38 | 177 | 53 | 985 | 686 |
| LAZER TAG ACADEMY | 8 | 165 | 159 | A | 4.8 | 15 | 420 | 1905 | 471 | 126^ | 528 | 322^ | 398 | 272^ | 86v | 130^ | 314^ | 295^ | 295^ | 152^ | LT | 19v | 191^ | 88^ | 872 | 481 |
| SAT. 12.00N 30 NBC CA | | 88 | 87 | B | 4.3 | 14 | 376 | 1627 | 372 | 151 | 397 | 236 | 314 | 236 | 114 | 75 | 265 | 166 | 213 | 148 | 85 | 52 | 225 | 93 | 740 | 429 |
| LITTLES | 7 | 141 | 138 | A | 3.2 | 10 | 280 | 1721 | 321^ | 89v | 399^ | 275^ | 339^ | 179^ | 78v | 60v | 155^ | 29v | 118v | 126v | 126v | LT | 168^ | 114v | 999 | 483^ |
| SAT. 12.30P 30 ABC CA | | 73 | 71 | B | 3.1 | 10 | 271 | 1737 | 362 | 127 | 455 | 285 | 311 | 243 | 115 | 104 | 323 | 99 | 230 | 214 | 183 | 74 | 207 | 129 | 752 | 453 |
| MEET THE PRESS | 7 | 137 | 144 | A | 2.6 | 8 | 227 | 1291 | 577^ | 101v | 634 | 57v | 97v | 247^ | 309^ | 387^ | 520^ | LT | 142v | 243^ | 336^ | 277^ | 26v | LT | 111v | 76v |
| SUN. 12.00N 30 NBC CC | | 86 | 85 | B | 2.5 | 8 | 219 | 1347 | 556 | 157 | 608 | 138 | 206 | 247 | 234 | 330 | 611 | 178 | 321 | 303 | 266 | 254 | 48 | LT | 80 | 49 |
| MUPPET BABIES | 8 | 204 | 203 | A | 5.0 | 21 | 437 | 2110 | 359 | 244^ | 409 | 179^ | 283^ | 222^ | 141^ | 126^ | 236^ | 65v | 173^ | 131^ | 127^ | 63v | 189^ | 102^ | 1276 | 780 |
| SAT. 9.00A 60 CBS CA | | 97 | 97 | B | 4.4 | 18 | 385 | 1931 | 307 | 171 | 396 | 190 | 288 | 218 | 148 | 96 | 195 | 90 | 152 | 131 | 87 | 39 | 188 | 56 | 1152 | 689 |
| 9.00 - 9.30 | | | | A | 4.6 | 21 | 402 | 2035 | 376 | 239^ | 415 | 189^ | 279^ | 224^ | 128^ | 136^ | 212^ | 47v | 144^ | 114^ | 122^ | 68v | 194^ | 131^ | 1214 | 763 |
| 9.30 - 10.00 | | | | A | 5.4 | 21 | 472 | 2150 | 337 | 246^ | 391 | 167^ | 277^ | 215^ | 149^ | 114^ | 254^ | 82^ | 194^ | 142^ | 123^ | 60v | 181^ | 76v | 1324 | 795 |
| NFL '86-NBC | 8 | 191 | 189 | A | 5.1 | 15 | 446 | 1617 | 518 | 155^ | 534 | 147^ | 198^ | 220^ | 233^ | 299^ | 810 | 446 | 592 | 411 | 267^ | 173^ | 112^ | 18v | 161^ | 161^ |
| SUN. 12.30P 30 NBC SC | | 98 | 97 | B | 4.8 | 15 | 420 | 1645 | 498 | 178 | 558 | 220 | 309 | 274 | 208 | 222 | 870 | 387 | 630 | 543 | 378 | 202 | 107 | 17 | 110 | 78 |
| NFL FOOTBALL GAME 1-NBC | 8 | 200 | 206 | A | 12.0 | 28 | 1049 | 1583 | 503 | 238 | 561 | 186 | 281 | 283 | 259 | 233 | 801 | 298 | 498 | 464 | 370 | 259 | 115^ | 19v | 106^ | 50^ |
| 1 SUN. 1.00P 195 NBC SE | | 81 | 99 | B | 11.1 | 27 | 970 | 1411 | 439 | 174 | 482 | 139 | 247 | 242 | 239 | 197 | 765 | 272 | 459 | 454 | 366 | 249 | 97 | 22 | 67 | 43 |
| 2 SUN. 1.00P 205 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 9.3 | 24 | 813 | 1651 | 537 | 205 | 574 | 150^ | 254 | 281 | 284 | 272 | 861 | 334 | 591 | 527 | 391 | 246 | 103^ | 24v | 113^ | 70^ |
| 1.30 - 2.00 | | | | A | 11.6 | 28 | 1014 | 1634 | 552 | 271 | 598 | 203 | 304 | 307 | 282 | 248 | 840 | 321 | 556 | 492 | 382 | 258 | 103^ | 20v | 93^ | 37^ |
| 2.00 - 2.30 | | | | A | 12.0 | 29 | 1049 | 1559 | 519 | 254 | 574 | 214 | 299 | 298 | 258 | 228 | 795 | 304 | 498 | 455 | 357 | 262 | 106^ | 27v | 84^ | 32v |
| 2.30 - 3.00 | | | | A | 12.1 | 28 | 1058 | 1525 | 486 | 237 | 554 | 215 | 290 | 264 | 241 | 220 | 793 | 302 | 470 | 427 | 353 | 277 | 79^ | 8v | 99^ | 54^ |
| 3.00 - 3.30 | | | | A | 13.0 | 29 | 1136 | 1607 | 507 | 279 | 595 | 211 | 309 | 288 | 262 | 236 | 784 | 289 | 456 | 449 | 358 | 273 | 121^ | 5v | 107^ | 46^ |
| 3.30 - 4.00 | | | | A | 13.0 | 28 | 1136 | 1660 | 485 | 213 | 553 | 165 | 268 | 290 | 264 | 224 | 816 | 297 | 488 | 492 | 398 | 260 | 165 | 25v | 126 | 63^ |
| 4.00 - 4.30 | | | | A | 13.0 | 27 | 1136 | 1468 | 452 | 212 | 498 | 141 | 247 | 266 | 241 | 210 | 728 | 236 | 439 | 410 | 369 | 233 | 116^ | 21v | 126 | 63^ |
| NFL FOOTBALL GAME 2-NBC | 4 | 208 | | A | 15.6 | 30 | 1363 | 1660 | 487 | 253 | 502 | 125^ | 248 | 239 | 235 | 201^ | 856 | 282 | 478 | 473 | 400 | 310 | 128^ | 55^ | 174^ | 92^ |
| 1 SUN. 4.26P 193 NBC SE | | 99 | | B | 13.2 | 26 | 1154 | 1633 | 499 | 225 | 523 | 154 | 283 | 272 | 256 | 195 | 874 | 283 | 510 | 513 | 444 | 283 | 111 | 46 | 125 | 65 |
| 4.30 - 5.00 | | | | A | 14.1 | 31 | 1232 | 1752 | 457 | 224^ | 461 | 117^ | 214^ | 225^ | 209^ | 196^ | 869 | 291 | 506 | 478 | 399 | 317 | 200^ | 46v | 222^ | 122^ |
| 5.00 - 5.30 | | | | A | 15.4 | 34 | 1346 | 1666 | 442 | 221 | 480 | 134^ | 209 | 190^ | 180^ | 226 | 946 | 319 | 536 | 537 | 449 | 323 | 119^ | 55^ | 121^ | 68^ |
| 5.30 - 6.00 | | | | A | 15.9 | 34 | 1390 | 1749 | 469 | 256 | 491 | 115^ | 232 | 219 | 210 | 218 | 966 | 304 | 520 | 549 | 467 | 336 | 125^ | 76^ | 167^ | 75^ |
| 6.00 - 6.30 | | | | A | 16.1 | 31 | 1407 | 1638 | 470 | 275 | 480 | 116^ | 246 | 244 | 241 | 178^ | 824 | 300 | 483 | 458 | 367 | 282 | 102^ | 38v | 232 | 114^ |
| 6.30 - 7.00 | | | | A | 16.6 | 29 | 1451 | 1530 | 484 | 285 | 491 | 112^ | 268 | 272 | 263 | 173^ | 794 | 280 | 438 | 440 | 357 | 289 | 89^ | 34v | 156^ | 56^ |
| 7.00 - 7.30 | | | | A | 15.9 | 26 | 1390 | 1652 | 539 | 245 | 547 | 134^ | 283 | 267 | 289 | 187^ | 816 | 229 | 428 | 420 | 397 | 337 | 141^ | 73^ | 148^ | 120^ |
| 7.30 - 8.00 | | | | A | 15.6 | 25 | 1363 | 1511 | 668 | 268 | 675 | 242 | 393 | 326 | 264 | 237 | 568 | 167^ | 300 | 307 | 280 | 228 | 101^ | 67^ | 167^ | 148^ |
| NFL FOOTBALL POST-NBC | 4 | | 176 | A | 7.3 | 15 | 638 | 1350 | 437 | 226^ | 443 | 137^ | 239^ | 292^ | 189^ | 151^ | 725 | 211^ | 416^ | 448 | 408^ | 217^ | 116^ | 11v | 66v | 35v |
| 2 SUN. 4.26P 20 NBC SC | | | 87 | B | 6.8 | 15 | 594 | 1332 | 413 | 181 | 434 | 117 | 267 | 281 | 243 | 129 | 740 | 273 | 486 | 447 | 363 | 215 | 103 | 35 | 55 | 38 |
| ONE TO GROW ON-8:28AM | 8 | 201 | 201 | A | 4.7 | 27 | 411 | 1555 | 166^ | LT | 224^ | 198^ | 224^ | 89^ | 26v | LT | 201^ | 168^ | 201^ | 67v | 33v | LT | 128^ | 72v | 1002 | 716 |
| SAT. 8.28A 2 NBC CN | | 98 | 98 | B | 3.7 | 22 | 323 | 1571 | 223 | 54 | 259 | 154 | 200 | 123 | 93 | 37 | 198 | 141 | 163 | 100 | 57 | 24 | 164 | 49 | 950 | 664 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE TO GROW ON-8:58AM | 8 | 201 | 201 | A | 5.0 | 23 | 437 | 1501 | 245^ | 41v | 263^ | 224^ | 263^ | 128^ | 39v | LT | 192^ | 156^ | 192^ | 84^ | 36v | LT | 176^ | 119^ | 870 | 568 |
| SAT. 8.58A 2 NBC CN | | 98 | 98 | B | 4.6 | 22 | 402 | 1424 | 253 | 124 | 280 | 148 | 215 | 175 | 125 | 31 | 150 | 94 | 129 | 84 | 56 | 17 | 143 | 52 | 851 | 561 |
| ONE TO GROW ON-10:28AM | 8 | 205 | 204 | A | 6.7 | 23 | 586 | 1739 | 343 | 61v | 367 | 241 | 292 | 138^ | 51v | 75^ | 336 | 188^ | 245 | 174^ | 122^ | 82^ | 155^ | 53v | 881 | 483 |
| SAT. 10.28A 2 NBC CN | | 99 | 99 | B | 6.3 | 23 | 551 | 1642 | 349 | 177 | 383 | 228 | 292 | 207 | 123 | 63 | 210 | 115 | 151 | 97 | [redacted] | 52 | 202 | 104 | 847 | 463 |
| ONE TO GROW ON-11:28AM | 8 | 198 | 196 | A | 5.8 | 20 | 507 | 1893 | 535 | 106^ | 572 | 430 | 475 | 246^ | 70v | 97^ | 395 | 246^ | 310 | 163^ | 106^ | 58v | 150^ | 57v | 776 | 429 |
| SAT. 11.28A 2 NBC CN | | 98 | 98 | B | 6.0 | 21 | 524 | 1703 | 371 | 164 | 410 | 267 | 328 | 231 | 114 | 63 | 199 | 123 | 148 | 70 | 66 | 44 | 224 | 137 | 870 | 487 |
| ONE TO GROW ON-11:58AM | 8 | 185 | 181 | A | 5.9 | 19 | 516 | 1901 | 427 | 115^ | 491 | 284 | 409 | 293 | 165^ | 82^ | 397 | 236^ | 325 | 150^ | 104^ | 72^ | 188^ | 80^ | 825 | 420 |
| SAT. 11.58A 2 NBC CN | | 96 | 95 | B | 5.4 | 19 | 472 | 1680 | 387 | 181 | 425 | 241 | 320 | 241 | 159 | 79 | 210 | 96 | 147 | 73 | 91 | 63 | 190 | 111 | 855 | 524 |
| PEE WEE'S PLAYHOUSE | 4 | 203 | 201 | A | 5.7 | 21 | 498 | 1944 | 411 | 132^ | 484 | 254^ | 354 | 202^ | 168^ | 127^ | 132^ | 41v | 95^ | 101^ | 60v | 31v | 158^ | 96^ | 1170 | 695 |
| SAT. 10.00A 30 CBS CL | | 98 | 98 | B | 5.2 | 19 | 454 | 1774 | 360 | 128 | 426 | 218 | 303 | 188 | 154 | 109 | 185 | 92 | 149 | 144 | 69 | 32 | 167 | 52 | 996 | 629 |
| POUND PUPPIES | 7 | 201 | 202 | A | 4.2 | 14 | 367 | 1831 | 170^ | 99v | 216^ | 82v | 139^ | 115^ | 121^ | 57v | 179^ | 106^ | 132^ | 148^ | 64v | 31v | 237^ | 138^ | 1199 | 736 |
| SAT. 10.30A 30 ABC CA | | 96 | 96 | B | 4.7 | 17 | 411 | 1819 | 301 | 164 | 337 | 204 | 270 | 238 | 113 | 55 | 203 | 92 | 149 | 124 | 102 | 47 | 126 | 71 | 1153 | 751 |
| PBA FALL TOUR | 2 | 142 | 137 | A | 3.2 | 9 | 280 | 1361 | 522 | 143^ | 600 | 110v | 232^ | 207^ | 233^ | 340^ | 495^ | 156^ | 235^ | 132^ | 150^ | 260^ | 76v | 18v | 190^ | 157^ |
| SAT. 2.00P 90 NBC SE | | 87 | 86 | B | 3.2 | 9 | 280 | 1361 | 522 | 143 | 600 | 110 | 232 | 207 | 233 | 340 | 495 | 156 | 235 | 132 | 150 | 260 | 76 | 18 | 190 | 157 |
| 2.00 - 2.30 | | | | A | 3.0 | 9 | 262 | 1580 | 542 | 206^ | 622 | 169^ | 260^ | 224^ | 213^ | 321^ | 577 | 240^ | 310^ | 162^ | 126v | 267^ | 107v | 53v | 274^ | 183^ |
| 2.30 - 3.00 | | | | A | 3.1 | 9 | 271 | 1446 | 587 | 188^ | 664 | 115v | 287^ | 236^ | 279^ | 347^ | 506^ | 147^ | 254^ | 140^ | 162^ | 252^ | 70v | LT | 206^ | 192^ |
| 3.00 - 3.30 | | | | A | 3.5 | 10 | 306 | 1118 | 455^ | 53v | 533 | 62v | 170^ | 177^ | 206^ | 347^ | 428^ | 102v | 160^ | 101v | 159^ | 268^ | 49v | LT | 108v | 108v |
| REAL GHOSTBUSTERS | 8 | 202 | 203 | A | 4.8 | 17 | 420 | 1698 | 265^ | 179^ | 303^ | 124^ | 208^ | 163^ | 163^ | 68v | 190^ | 95^ | 134^ | 122^ | 87v | 29v | 280^ | 107^ | 925 | 529 |
| SAT. 10.00A 30 ABC CA | | 99 | 99 | B | 5.4 | 20 | 472 | 1766 | 295 | 151 | 349 | 182 | 249 | 198 | 144 | 67 | 182 | 92 | 135 | 122 | 74 | 37 | 218 | 98 | 1017 | 639 |
| RICHIE RICH(B) | | 148 | | A | 2.3 | 8 | 201 | 1866 | 230v | 40v | 384^ | 41v | 41v | LT | 60v | 343v | 630^ | 194v | 406^ | 328v | 212v | 224v | 199v | 64v | 653^ | 537^ |
| 1 SAT. 11.30A 30 CBS CA | | 73 | | | | | | | | | | | | | | | | | | | | | | | | |
| RICHIE RICH-(B) | | | 144 | A | 3.5 | 12 | 306 | 1928 | 252^ | 137v | 330^ | 79v | 137v | 137v | 120v | 193v | 285^ | 216v | 216v | 95v | LT | 69v | 303^ | 114v | 1010 | 740^ |
| 2 SAT. 11.30A 30 CBS CA | | | 71 | | | | | | | | | | | | | | | | | | | | | | | |
| SMURFS I | 8 | 206 | 205 | A | 5.8 | 24 | 507 | 1834 | 445 | 108^ | 501 | 317 | 363 | 218^ | 94^ | 138^ | 280 | 225^ | 273^ | 207^ | 55v | LT | 171^ | 85^ | 882 | 497 |
| SAT. 9.00A 30 NBC CA | | 99 | 99 | B | 5.3 | 23 | 463 | 1752 | 368 | 130 | 420 | 249 | 298 | 242 | 143 | 87 | 217 | 145 | 196 | 159 | 72 | 16 | 180 | 69 | 935 | 569 |
| SMURFS II | 8 | 206 | 205 | A | 6.5 | 24 | 568 | 1886 | 420 | 60v | 473 | 317 | 347 | 185^ | 72^ | 126^ | 298 | 228^ | 277 | 255 | 57v | 13v | 233^ | 140^ | 882 | 479 |
| SAT. 9.30A 30 NBC CA | | 99 | 99 | B | 5.9 | 23 | 516 | 1694 | 347 | 112 | 402 | 248 | 282 | 236 | 127 | 81 | 235 | 146 | 195 | 164 | 86 | 37 | 222 | 100 | 835 | 486 |
| SMURFS III | 8 | 206 | 205 | A | 7.5 | 26 | 656 | 1665 | 304 | 81^ | 338 | 218 | 261 | 141^ | 52v | 77^ | 313 | 173^ | 238 | 187^ | 120^ | 71^ | 165^ | 54v | 849 | 459 |
| SAT. 10.00A 30 NBC CA | | 99 | 99 | B | 6.7 | 25 | 586 | 1656 | 330 | 165 | 365 | 219 | 277 | 204 | 114 | 58 | 217 | 116 | 157 | 111 | 96 | 55 | 227 | 98 | 847 | 473 |
| SPORTSWORLD-SPCL EDITION(S) | | | 168 | A | 3.0 | 8 | 262 | 1439 | 484^ | 76v | 530^ | 225v | 225v | 240v | 148v | 213v | 584^ | 77v | 401^ | 436^ | 507^ | 148v | 19v | LT | 306^ | 241v |
| 2 SAT. 3.30P 120 NBC SA | | | 90 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 2.6 | 7 | 227 | 863^ | 71v | LT | 286v | LT | LT | LT | 49v | 286v | 379^ | LT | 132v | 291v | 379^ | 88v | LT | LT | 198v | 39v |
| 4.00 - 4.30 | | | | A | 2.7 | 8 | 236 | 1394 | 495^ | LT | 495^ | 225v | 225v | 296v | 135v | 199v | 374^ | 77v | 225v | 225v | 297v | 149v | LT | LT | 525^ | 525^ |
| 4.30 - 5.00 | | | | A | 2.9 | 8 | 253 | 1372 | 665^ | 155v | 665^ | 356^ | 356^ | 324^ | 213v | 187v | 473^ | 102v | 288^ | 288^ | 371^ | 185v | LT | LT | 234v | 234v |
| 5.00 - 5.30 | | | | A | 3.6 | 9 | 315 | 1984 | 641^ | 127v | 641^ | 286^ | 286^ | 310^ | 191v | 204v | 998 | 111v | 831^ | 831^ | 887 | 167v | 60v | LT | 285^ | 182v |
| SUNDAY MORNING | 7 | 176 | 177 | A | 4.5 | 18 | 393 | 1427 | 603 | 287^ | 684 | 76v | 246^ | 284^ | 345^ | 400 | 576 | 167^ | 328^ | 302^ | 295^ | 224^ | 29v | 23v | 138^ | 71v |
| SUN. 9.00A 90 CBS N | | 95 | 95 | B | 4.1 | 17 | 358 | 1346 | 596 | 236 | 708 | 96 | 240 | 280 | 309 | 413 | 529 | 147 | 291 | 295 | 260 | 196 | 23 | 18 | 86 | 45 |
| 9.00 - 9.30 | | | | A | 3.9 | 18 | 341 | 1276 | 592 | 255^ | 656 | LT | 184^ | 223^ | 349^ | 433 | 538 | 86v | 230^ | 246^ | 316^ | 276^ | LT | LT | 82v | 62v |
| 9.30 - 10.00 | | | | A | 4.7 | 18 | 411 | 1416 | 633 | 350 | 737 | 93^ | 272^ | 302^ | 356 | 435 | 576 | 173^ | 352 | 328^ | 298^ | 204^ | LT | LT | 103^ | 100^ |
| 10.00 - 10.30 | | | | A | 4.8 | 17 | 420 | 1593 | 593 | 258^ | 684 | 129^ | 285^ | 336^ | 348 | 348 | 615 | 231^ | 385 | 323^ | 272^ | 206^ | 75v | 64v | 219^ | 47v |
| TEEN WOLF | 8 | 201 | 199 | A | 5.8 | 20 | 507 | 1903 | 378 | 217^ | 471 | 205^ | 361 | 257^ | 219^ | 110^ | 271^ | 120^ | 202^ | 135^ | 90^ | 61v | 178^ | 79^ | 983 | 586 |
| SAT. 10.30A 30 CBS CA | | 98 | 98 | B | 5.4 | 19 | 472 | 1896 | 354 | 196 | 480 | 237 | 317 | 218 | 169 | 118 | 188 | 104 | 155 | 108 | 67 | 31 | 315 | 131 | 913 | 527 |



KEY. A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # / DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD (0,000) | AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS (12-17) FEM. | CHILDREN (2-11) TOTAL | CHILDREN (2-11) 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THIS WEEK-DAVID BRINKLEY | | | | | 6 | 195 | 196 | A | 4.6 | 14 | 402 | 1231 | 619 | 172^ | 639 | 127^ | 157^ | 206^ | 127^ | 433 | 564 | 132^ | 221^ | 180^ | 244^ | 300^ | LT | LT | 28v | LT |
| SUN. | 11.30A | 60 | ABC | N | | 98 | 98 | B | 3.9 | 12 | 341 | 1211 | 564 | 158 | 582 | 101 | 121 | 154 | 151 | 418 | 608 | 121 | 236 | 236 | 249 | 338 | LT | LT | 21 | LT |
| 11.30 - 12.00 | | | | | | | | A | 4.3 | 13 | 376 | 1340 | 615 | 146^ | 654 | 112^ | 147^ | 204^ | 143^ | 450 | 649 | 168^ | 290^ | 224^ | 273^ | 308^ | LT | LT | 37v | LT |
| 12.00 - 12.30 | | | | | | | | A | 4.9 | 15 | 428 | 1126 | 621 | 193^ | 621 | 138^ | 164^ | 205^ | 111^ | 416 | 486 | 96^ | 154^ | 137^ | 219^ | 295^ | LT | LT | 19v | LT |
| WILDFIRE | | | | | 8 | 177 | 174 | A | 2.7 | 14 | 236 | 1831 | 369^ | 208^ | 428^ | 223^ | 287^ | 274^ | 125v | 141v | 238^ | 84v | 139v | 126v | 110v | 99v | 76v | 30v | 1089 | 725 |
| SAT. | 8.30A | 30 | CBS | CA | | 86 | 82 | B | 3.0 | 15 | 262 | 1853 | 313 | 77 | 378 | 169 | 226 | 215 | 124 | 124 | 206 | 91 | 171 | 130 | 100 | 35 | 141 | 54 | 1128 | 659 |
| WUZZLES | | | | | 7 | 199 | 199 | A | 2.4 | 15 | 210 | 1695 | 308^ | 100v | 308^ | 119v | 156v | 148v | 118v | 123v | 214^ | 100v | 133v | 105v | 85v | 81v | 187^ | 148v | 986 | 600^ |
| SAT. | 8.00A | 30 | ABC | CA | | 98 | 98 | B | 2.5 | 16 | 219 | 1543 | 339 | 189 | 380 | 195 | 267 | 228 | 117 | 96 | 178 | 93 | 134 | 103 | 60 | 44 | 91 | 48 | 894 | 555 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. NOV.10, 1986

| WEEK 1 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,530 21.2 | | | | 30,590 35.0 | | | | | | | |
| | | | | | | MACGYVER (SD) | | | | NFL MONDAY NIGHT FOOTBALL MIAMI VS CLEVELAND (9:00-12:09AM) (-OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,370 | | | | 15,820 | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 15.3 | 13.9* | | 18.7* | 18.1 | 18.4* | | 20.1* | | 20.2* | | 18.2* |
| | AVG. AUD. BY ¼ HR. % | | | | | 24 | 21 * | | 26 * | 31 | 28 * | | 30 * | | 31 * | | 30 * |
| | | | | | | 13.5 | 14.4 | 16.5 | 16.9 | 17.5 | 19.3 | 19.8 | 20.4 | 20.6 | 19.9 | 18.9 | 17.4 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,050 21.8 | | 17,650 20.2 | | 17,830 20.4 | | | | | | | |
| | | | | | | KATE & ALLIE | | MY SISTER SAM (SUS-SD) | | SPECIAL MOVIE PRSNT-MON MONTE CARLO PART 2 (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,040 | | 15,910 | | 10,660 | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 19.5 | | 18.2 | | 12.2 | 12.6* | | 11.9* | | 11.8* | | 12.4* |
| | AVG. AUD. BY ¼ HR. % | | | | | 29 | | 27 | | 19 | 19 * | | 18 * | | 19 * | | 22 * |
| | | | | | | 18.7 | 20.3 | 18.6 | 17.8 | 12.8 | 12.4 | 12.1 | 11.7 | 11.7 | 11.9 | 12.5 | 12.2 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,260 18.6 | | 14,160 16.2 | | 25,610 29.3 | | | | | | | |
| | | | | | | ALF | | AMAZING STORIES (SD) | | NBC MONDAY NIGHT MOVIES UNNATURAL CAUSES (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,720 | | 12,500 | | 16,870 | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 15.7 | | 14.3 | | 19.3 | 19.9* | | 19.8* | | 19.1* | | 18.5* |
| | AVG. AUD. BY ¼ HR. % | | | | | 23 | | 21 | | 31 | 30 * | | 31 * | | 31 * | | 32 * |
| | | | | | | 15.7 | 15.7 | 13.8 | 14.9 | 19.7 | 20.1 | 19.8 | 19.8 | 19.6 | 18.6 | 18.8 | 18.1 |

| WEEK 2 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,650 20.2 | | | | 33,470 38.3 | | | | | | | |
| | | | | | | MACGYVER (SD) | | | | NFL MONDAY NIGHT FOOTBALL SAN FRANCISCO VS WASHINGTON (9:00-12:49AM) (-OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,110 | | | | 15,470 | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 15.0 | 14.1* | | 16.0* | 17.7 | 18.4* | | 20.6* | | 20.9* | | 19.9* |
| | AVG. AUD. BY ¼ HR. % | | | | | 23 | 21 * | | 24 * | 31 | 27 * | | 30 * | | 31 * | | 31 * |
| | | | | | | 14.0 | 14.2 | 15.8 | 16.1 | 17.9 | 18.8 | 20.2 | 21.0 | 21.1 | 20.8 | 20.6 | 19.2 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,350 21.0 | | | | 17,130 19.6 | | 15,030 17.2 | | 15,730 18.0 | | | |
| | | | | | | FRESNO PART 2 (SD) | | | | NEWHART | | DESIGNING WOMEN (SD) | | CAGNEY & LACEY | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,280 | | | | 14,860 | | 13,110 | | 12,410 | | | |
| | SHARE OF AUDIENCE % | | | | | 15.2 | 14.7* | | 15.7* | 17.0 | | 15.0 | | 14.2 | 14.1* | | 14.2* |
| | AVG. AUD. BY ¼ HR. % | | | | | 22 | 21 * | | 22 * | 24 | | 22 | | 23 | 22 * | | 24 * |
| | | | | | | 14.7 | 14.6 | 15.7 | 15.7 | 16.8 | 17.2 | 14.6 | 15.4 | 13.8 | 14.4 | 14.5 | 13.9 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 24,560 28.1 | | 20,280 23.2 | | 29,980 34.3 | | | | | | | |
| | | | | | | FAMILY TIES SPECIAL (SD) | | ALF | | NBC MONDAY NIGHT MOVIES KATE'S SECRET | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 21,410 | | 18,790 | | 21,060 | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 24.5 | | 21.5 | | 24.1 | 24.1* | | 24.5* | | 24.7* | | 23.0* |
| | AVG. AUD. BY ¼ HR. % | | | | | 35 | | 31 | | 36 | 34 * | | 35 * | | 38 * | | 38 * |
| | | | | | | 23.3 | 25.6 | 21.5 | 21.6 | 23.5 | 24.7 | 24.5 | 24.6 | 25.2 | 24.3 | 23.5 | 22.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 63.2 | 64.2 | 65.5 | 66.2 | 67.1 | 67.8 | 67.6 | 67.3 | 66.2 | 66.4 | 65.0 | 64.0 | 62.5 | 61.2 | 59.0 | 56.2 |
| | WK. 2 | 62.4 | 63.1 | 64.7 | 67.1 | 68.8 | 70.1 | 69.6 | 70.3 | 70.7 | 70.7 | 70.1 | 69.1 | 65.6 | 63.3 | 61.6 | 58.8 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



EVE.MON. NOV.17, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 11, 1986

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 24,820 28.4 WHO'S THE BOSS? | | 23,600 27.0 GROWING PAINS | | 27,180 31.1 MOONLIGHTING (SD) | | | | 17,130 19.6 JACK & MIKE | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 22,020 [illegible] | | 21,580 [illegible] | | 22,550 [illegible] | 16.0* [illegible] | | 25.7* [illegible] | 11,800 13.5 23 | 14.9* 24 * | | 12.1* 21 * |
| | SHARE OF AUDIENCE % | | | | | 23.9 | 26.5 | 24.9 | 24.0 | [illegible] | 16.2 | 26.0 | 23.3 | 18.2 | 13.6 | 12.4 | 11.7 |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| | **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 9,610 11.0 DOWNTOWN(B) (SD) | | | | 19,570 22.5 CBS TUESDAY MOVIE THE GEORGE MCKENNA STORY (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,520 8.6 | 8.3* 12 * | | 8.9* 13 * | 13,460 15.4 | 13.6* 20 * | | 14.9* 22 * | | 16.7* 27 * | | 16.6* 29 * |
| | SHARE OF AUDIENCE % | | | | | 13 | | | | 24 | | | | 16.6 | | 16.8 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 8.6 | 8.0 | 8.6 | 9.2 | 13.2 | 13.9 | 14.6 | 15.1 | | 16.7 | | 16.3 |
| | **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,130 19.6 MATLOCK (SD) | | | | 10,750 12.3 CRIME STORY | | | | 13,460 15.4 1986 | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,510 16.6 | 16.4* 24 * | | 16.8* 24 * | 8,300 9.5 | 9.6* 14 * | | 9.5* 14 * | 9,530 10.9 | 10.9* 18 * | | 10.9* 19 * |
| | SHARE OF AUDIENCE % | | | | | 24 | | | | 14 | | | | 18 | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.3 | 16.4 | 17.0 | 16.6 | 9.8 | 9.4 | 9.5 | 9.5 | 10.9 | 10.9 | 11.3 | 10.5 |
| WEEK 2 | **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 21,060 24.1 WHO'S THE BOSS? | | 21,150 24.2 GROWING PAINS | | 26,310 30.1 MOONLIGHTING (SD) | | | | 17,920 20.5 JACK & MIKE | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 18,970 21.7 | | 19,400 22.2 | | 21,500 24.6 | 24.4* 37 * | | 24.8* 38 * | 13,370 15.3 | 15.7* 27 * | | 15.0* 28 * |
| | SHARE OF AUDIENCE % | | | | | 33 | | 33 | | 37 | | | | 27 | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | 20.8 | 22.7 | 21.8 | 22.6 | 23.8 | 25.0 | 25.2 | 24.5 | 16.2 | 15.2 | 15.4 | 14.5 |
| | **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,950 17.1 FRESNO PART 3 (SD) | | | | 21,850 25.0 CBS TUESDAY MOVIE PENALTY PHASE (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,190 12.8 | 12.7* 19 * | | 13.0* 19 * | 13,810 15.8 | 14.5* 22 * | | 15.1* 23 * | | 16.7* 28 * | | 16.8* 31 * |
| | SHARE OF AUDIENCE % | | | | | 19 | | | | 26 | | | | 17.0 | | 16.8 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 12.8 | 12.5 | 13.0 | 13.1 | 14.3 | 14.7 | 14.9 | 15.2 | | 16.3 | | 16.8 |
| | **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 18,530 21.2 MATLOCK (SD) | | | | 12,940 14.8 A TEAM SPECIAL (SD) | | | | 12,760 14.6 1986 | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,860 17.0 | 16.5* 25 * | | 17.6* 26 * | 9,790 11.2 | 11.4* 17 * | | 11.0* 17 * | 8,390 9.6 | 10.4* 18 * | | 8.9* 16 * |
| | SHARE OF AUDIENCE % | | | | | 25 | | | | 17 | | | | 17 | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.3 | 16.8 | 17.7 | 17.4 | 11.6 | 11.2 | 11.1 | 10.8 | 10.9 | 9.8 | 9.0 | 8.8 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 63.2 | 63.8 | 63.4 | 65.3 | 66.3 | 67.8 | 68.5 | 68.7 | 68.1 | 68.4 | 68.0 | 67.5 | 62.6 | 60.3 | 58.1 | [illegible] |
| | WK. 2 | 61.4 | 62.2 | 63.4 | 64.4 | 65.7 | 66.6 | 67.3 | 67.7 | 66.3 | 66.4 | 66.1 | 65.0 | 60.2 | 57.5 | 55.4 | [illegible] |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



EVE. TUE. NOV. 18, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.12, 1986

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,570 20.1 | | 16,980 19.4 | | 17,570 20.1 | | | | 16,260 18.6 | | | |
| | | | | | | PERFECT STRANGERS | | HEAD OF THE CLASS (SD) | | DYNASTY (SD) | | | | HOTEL | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,030 17.2 | | 15,120 17.3 | | 14,160 16.2 | 15.4* | | 16.9* | 13,370 15.3 | 15.8* | | 14.9* |
| | SHARE OF AUDIENCE % | | | | | 26 | | 26 | | 24 | 23 * | | 25 * | 26 | 26 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.5 | 17.9 | 16.9 | 17.8 | 15.0 | 15.8 | 16.9 | 16.9 | 15.9 | 15.6 | 15.1 | 14.7 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,200 15.1 | | | | 18,880 21.6 | | | | 16,960 19.4 | | | |
| | | | | | | MIKE HAMMER (SUS-SD) | | | | MAGNUM, P.I. (SD) | | | | EQUALIZER | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,660 12.2 | 12.1* | | 12.3* | 14,770 16.9 | 16.0* | | 17.9* | 13,720 15.7 | 15.7* | | 15.7* |
| | SHARE OF AUDIENCE % | | | | | 18 | 18 * | | 18 * | 25 | 23 * | | 27 * | 27 | 26 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 12.0 | 12.2 | 12.3 | 12.4 | 15.4 | 16.6 | 18.1 | 17.7 | 15.8 | 15.5 | 16.2 | 15.1 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 22,720 26.0 | | | | | | 13,370 15.3 | | 15,210 17.4 | | | |
| | | | | | | HIGHWAY TO HEAVEN (SD) | | | | | | YOU AGAIN ? (SD) | | ST. ELSEWHERE | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,340 18.7 | 18.3* | | 19.0* | | 18.8* | 12,320 14.1 | | 12,150 13.9 | 14.1* | | 13.7* |
| | SHARE OF AUDIENCE % | | | | | 28 | 28 * | | 28 * | | 28 * | 21 | | 24 | 23 * | | 24 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 18.0 | 18.6 | 18.8 | 19.3 | 19.7 | 17.8 | 13.8 | 14.4 | 14.2 | 13.9 | 13.8 | 13.6 |
| WEEK 2 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 18,040 17.9 | | 18,090 20.7 | | | | 17,040 19.5 | | | |
| | | | | | | REAGAN NEWS CONF. ABC (8:00-8:41PM)(SUS)(-OP) | | | HEAD OF THE CLASS (8:41-9:11PM) (OP)(SD)(-OP) | | DYNASTY (9:11-10:11PM) (OP)(SD)(-OP) | | | | HOTEL (10:11-11:11PM) (OP)(-OP) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 11,800 13.5 | | 13,630 15.6 | 14.4* | | 15.9* | 12,850 14.7 | 13.4* | | 15.1* |
| | SHARE OF AUDIENCE % | | | | | | | 21 | | 24 | 22 * | | 24 * | 26 | 22 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 10.8 | 13.1 | 13.8 | 14.5 | 15.1 | 16.7 | 13.6 | 13.3 | 14.5 | 15.6 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 22,550 25.8 | | | | 19,230 22.0 | | | | 16,960 19.4 | |
| | | | | | | REAGAN NEWS CONF.-CBS (8:00-8:36PM)(SUS)(-OP) (SUS-SD) | | | | MAGNUM, P.I. (8:44-9:44PM) (OP)(-OP)(SD) | | | | EQUALIZER (9:44-10:44PM) (OP)(-OP) | | | FRESNO PART 4 (10:44-11:44PM) (OP)(-OP) |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 15,640 17.9 | 14.2* | | 19.1* | 14,070 16.1 | 14.1* | | 17.0* | 11,010 12.6 | 12.6* |
| | SHARE OF AUDIENCE % | | | | | | | 27 | 22 * | | 29 * | 27 | 22 * | | 28 * | 24 | 22 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 14.6 | 14.2 | 18.0 | 20.3 | 15.6 | 14.0 | 16.6 | 17.3 | 14.4 | 12.5 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 17,830 20.4 | | | | 13,200 15.1 | | 15,640 17.9 | |
| | | | | | | | REAGAN NEWS CONF.-NBC (8:00-8:38PM) (SUS)(-OP) | | (1) (SUS) (OP) | | HIGHWAY TO HEAVEN (SD) | | | GIMME A BREAK | | ST. ELSEWHERE (10:30-11:30PM) (-OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 12,670 14.5 | 13.5* | | 15.6* | 10,840 12.4 | | 11,270 12.9 | 12.4* |
| | SHARE OF AUDIENCE % | | | | | | | | | 22 | 20 * | | 23 * | 20 | | 24 | 22 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 12.7 | 14.3 | 15.0 | 16.2 | 12.1 | 12.8 | 11.4 | 13.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 62.0 | 61.7 | 61.6 | 64.5 | 65.6 | 66.4 | 66.5 | 67.7 | 68.4 | 68.1 | 66.6 | 66.0 | 61.9 | 60.3 | 58.0 | [illegible] |
| WK. 2 | 58.3 | 59.9 | 61.1 | 61.9 | 63.4 | 64.2 | 65.3 | 65.3 | 65.1 | 66.3 | 66.3 | 65.3 | 61.4 | 59.9 | 57.0 | [illegible] |

U.S. TV Households: 87,400,000

(1)REAGAN NEWS ANALYSIS-NBC,NBC,(8:38 9:00PM)

For explanation of symbols, See page A



EVE.WED. NOV.19, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. NOV. 13, 1986

| WEEK 1 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | 7,520<br>8.6 | | | 12,320<br>14.1 | | | | 19,230<br>22.0 | | | |
| | | | | | | | (1) (SUS) (-OP) | ANALYSIS-REAGAN'S ADDRESS (8:25-9:00PM)(OP) | | COLBYS (SD) | | | | 20/20 | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 5,770<br>6.6 | | | 8,740<br>10.0 | | | | 13,110<br>15.0 | | | |
| | SHARE OF AUDIENCE % | | | | | | 10 | | | 14 | | | | 25 | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | 7.1 | 6.9 | 6.5*<br>10 *<br>6.2 | 8.8 | 9.2*<br>13 *<br>9.6 | 10.4 | 10.7*<br>16 *<br>11.0 | 14.2 | 15.2*<br>24 *<br>16.2 | 15.4 | 14.8*<br>27 *<br>14.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | 17,040<br>19.5 | | | | 16,780<br>19.2 | | | | 13,810<br>15.8 | | |
| | | | | | | | (2) (SUS) (-OP) | SIMON & SIMON (8:18-9:18PM) (OP)(-OP)(SD) | | | KNOTS LANDING (9:18-10:18PM) (OP)(-OP)(SD) | | | | KAY O'BRIEN (10:18-11:18PM) (OP)(-OP) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 11,450<br>13.1 | | | | 12,410<br>14.2 | | | | 10,230<br>11.7 | | |
| | SHARE OF AUDIENCE % | | | | | | 19 | | | | 21 | | | | 21 | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | 11.6 | 12.5 | 12.7*<br>18 *<br>12.9 | 15.0 | 11.5 | 14.0 | 14.4*<br>21 *<br>14.7 | 16.2 | 11.2 | 11.6 | 11.9*<br>21 *<br>12.1 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 34,090<br>39.0 | | 33,820<br>38.7 | | 28,410<br>32.5 | | 24,470<br>28.0 | | 18,700<br>21.4 | |
| | | | | | | | (3) (SUS) (SUS-OP) | BILL COSBY SHOW | | FAMILY TIES (SD) | | CHEERS | | NIGHT COURT | | HILL STREET BLUES (10:30-11:30PM) (-OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 31,110<br>35.6 | | 30,240<br>34.6 | | 26,050<br>29.8 | | 21,940<br>25.1 | | 13,720<br>15.7 | |
| | SHARE OF AUDIENCE % | | | | | | | 50 | | 49 | | 43 | | 38 | | 30 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 34.1 | 37.1 | 34.1 | 35.1 | 29.8 | 29.8 | 25.9 | 24.3 | 16.6 | 16.2*<br>29 *<br>15.8 |

| WEEK 2 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 27,010<br>30.9 | | | | | | | | | | | |
| | | | | | | | | | | | MFL FOOTBALL SPECIAL LOS ANGELES RAIDERS VS SAN DIEGO (8:00-11:18PM)(-OP) | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,580<br>12.1 | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 19 | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | 9.1 | 9.3*<br>14 *<br>9.6 | 10.5 | 10.6*<br>16 *<br>10.6 | 11.9 | 12.3*<br>18 *<br>12.7 | 12.8 | 12.7*<br>19 *<br>12.5 | 14.9 | 14.2*<br>22 *<br>13.5 | 12.8 | 12.8*<br>21 *<br>12.9 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,600<br>16.7 | | | | 18,700<br>21.4 | | | | 21,240<br>24.3 | | | |
| | | | | | | | FRESNO PART 5 (SD) | | | SIMON & SIMON (SD) | | | | KNOTS LANDING | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,270<br>12.9 | | | | 14,510<br>16.6 | | | | 17,480<br>20.0 | | | |
| | SHARE OF AUDIENCE % | | | | | 19 | | | | 25 | | | | 34 | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | 12.3 | 12.4*<br>18 *<br>12.5 | 13.6 | 13.4*<br>19 *<br>13.3 | 15.1 | 15.7*<br>23 *<br>16.4 | 17.2 | 17.5*<br>26 *<br>17.7 | 19.5 | 20.0*<br>32 *<br>20.5 | 20.3 | 20.0*<br>35 *<br>19.6 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 33,390<br>38.2 | | 30,940<br>35.4 | | 26,130<br>29.9 | | 23,690<br>27.1 | | 16,170<br>18.5 | | | |
| | | | | | | | BILL COSBY SHOW | | FAMILY TIES (SD) | | CHEERS | | NIGHT COURT (SD) | | | FAST COPY | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 30,330<br>34.7 | | 27,970<br>32.0 | | 23,510<br>26.9 | | 21,240<br>24.3 | | 10,580<br>12.1 | | | |
| | SHARE OF AUDIENCE % | | | | | 50 | | 46 | | 40 | | 36 | | 20 | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | 33.5 | 35.9 | 32.3 | 31.8 | 27.1 | 26.8 | 24.8 | 23.8 | 14.3 | 11.8 | 11.2 | 11.1 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 66.1 | 61.9 | 64.5 | 65.5 | 67.8 | 69.2 | 70.1 | 71.1 | 70.6 | 69.8 | 68.7 | 68.4 | 66.1 | 62.9 | 57.4 | 54.2 |
| WK. 2 | 59.7 | 61.4 | 64.0 | 65.2 | 68.3 | 69.5 | 69.1 | 68.7 | 67.4 | 68.2 | 67.1 | 66.3 | 62.8 | 60.4 | 57.1 | 55.7 |

U.S. TV Households: 87,400,000

(1)PRES. REAGAN'S ADDRESS,ABC,(8:00-8:25PM) (2)REAGAN ADDRESS-CBS.,CBS,(8:00-8:18PM)

(3)PRESIDENTIAL ADDRESS,NBC,(8:00-8:12PM)

For explanation of symbols, See page A



EVE. THU. NOV 20, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 14, 1986

| WEEK | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,380 17.6 WEBSTER | | 14,510 16.6 MR. BELVEDERE (SD) | | 10,400 11.9 SLEDGE HAMMER | | 9,180 10.5 SIDEKICKS (SD) | | 11,450 13.1 STARMAN | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,550 15.5 | | 13,200 15.1 | | 8,830 10.1 | | 8,570 9.8 | | 9,000 10.3 | 10.2* | | 10.5* |
| | SHARE OF AUDIENCE % | | | | | 26 | | 24 | | 16 | | 15 | | 18 | 17 * | | 18 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.0 | 16.0 | 15.1 | 15.1 | 10.1 | 10.1 | 9.7 | 9.9 | 10.1 | 10.3 | 10.5 | 10.5 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,690 19.1 SCARECROW & MRS. KING (SUS-SD) | | | | 23,600 27.0 DALLAS (SD) | | | | 18,970 21.7 FALCON CREST | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,110 15.0 | 14.3* | | 15.7* | 20,710 23.7 | 23.7* | | 23.8* | 16,430 18.8 | 19.0* | | 18.5* |
| | SHARE OF AUDIENCE % | | | | | 24 | 24 * | | 25 * | 37 | 37 * | | 37 * | 33 | 33 * | | 33 * |
| | AVG. AUD. BY ¼ HR % | | | | | 14.0 | 14.5 | 15.1 | 16.2 | 23.2 | 24.3 | 24.4 | 23.2 | 19.1 | 18.9 | 18.8 | 18.2 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,280 15.2 A TEAM (SD) | | | | 17,480 20.0 MIAMI VICE (SD) | | | | 16,610 19.0 L.A. LAW | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,400 11.9 | 11.1* | | 12.6* | 14,420 16.5 | 16.2* | | 16.8* | 13,200 15.1 | 15.2* | | 15.0* |
| | SHARE OF AUDIENCE % | | | | | 19 | 18 * | | 20 * | 26 | 25 * | | 26 * | 26 | 26 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 10.8 | 11.5 | 12.4 | 12.8 | 15.7 | 16.6 | 16.8 | 16.9 | 15.2 | 15.1 | 15.1 | 15.0 |
| 2 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,330 16.4 WEBSTER | | 12,500 14.3 MR. BELVEDERE (SD) | | 15,120 17.3 LOVE BOAT SPECIAL (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,410 14.2 | | 11,450 13.1 | | 8,570 9.8 | 9.5* | | 9.1* | | 10.1* | | 10.5* |
| | SHARE OF AUDIENCE % | | | | | 23 | | 21 | | 16 | 15 * | | 14 * | | 17 * | | 18 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.6 | 14.7 | 13.1 | 13.1 | 9.7 | 9.3 | 9.1 | 9.1 | 10.1 | 10.2 | 10.5 | 10.5 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,740 20.3 SCARECROW & MRS. KING (SUS-SD) | | | | 21,330 24.4 DALLAS (SD) | | | | 18,440 21.1 FALCON CREST | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,720 15.7 | 15.2* | | 16.2* | 18,790 21.5 | 20.9* | | 22.1* | 15,820 18.1 | 18.6* | | 17.5* |
| | SHARE OF AUDIENCE % | | | | | 26 | 25 * | | 26 * | 34 | 33 * | | 35 * | 31 | 31 * | | 30 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 14.8 | 15.6 | 16.0 | 16.5 | 20.2 | 21.5 | 22.2 | 22.1 | 18.7 | 18.5 | 17.8 | 17.1 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,120 17.3 AMAZING STORIES SPECIAL (SD) | | | | 19,320 22.1 MIAMI VICE | | | | 17,040 19.5 L.A. LAW | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,930 12.5 | 12.5* | | 12.6* | 16,340 18.7 | 18.2* | | 19.1* | 13,900 15.9 | 16.0* | | 15.9* |
| | SHARE OF AUDIENCE % | | | | | 20 | 21 * | | 20 * | 29 | 28 * | | 30 * | 27 | 27 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 12.7 | 12.2 | 12.4 | 12.9 | 17.8 | 18.6 | 19.1 | 19.2 | 16.3 | 15.7 | 15.9 | 15.8 |
| | TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 56.1 | 57.8 | 58.5 | 59.9 | 59.9 | 60.9 | 62.0 | 63.1 | 64.3 | 64.6 | 64.0 | 63.2 | 58.8 | 57.7 | 57.4 | 56.5 |
| | WK. 2 | 54.8 | 55.9 | 57.4 | 59.0 | 60.2 | 61.3 | 61.7 | 62.3 | 63.5 | 64.2 | 64.0 | 63.7 | 60.7 | 59.5 | 58.6 | 56.7 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



EVE. FRI. NOV. 21, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.15, 1986

| WEEK 1 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 6,900 7.9 LIFE WITH LUCY | | 6,290 7.2 ELLEN BURSTYN SHOW (SD) | | 15,820 18.1 LIFE: 50 YEARS (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 5,770 6.6 | | 5,420 6.2 | | 8,910 10.2 | 8.2* | | 10.4* | | 10.9* | | 11.1* |
| | SHARE OF AUDIENCE % | | | | | 12 | | 11 | | 18 | 14 * | | 18 * | | 19 * | | 20 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 6.3 | 6.9 | 6.2 | 6.2 | 7.9 | 8.6 | 10.5 | 10.3 | 10.8 | 11.1 | 11.2 | 11.0 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | (1) | | | | 12,590 14.4 WIZARD SPCL (SD) | | | | 16,340 18.7 CBS SATURDAY MOVIE DREAMS OF GOLD: THE MEL FISHER STORY (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 3.9* | | | 9,090 10.4 | 9.9* | | 10.8* | 9,880 11.3 | 10.4* | | 11.7* | | 11.7* | | 11.6* |
| | SHARE OF AUDIENCE % | | 8 * | | | 18 | 18 * | | 19 * | 20 | 17 * | | 20 * | | 21 * | | 21 * |
| | AVG. AUD. BY ¼ HR. % | | 3.9 | | | 9.9 | 10.0 | 10.7 | 10.9 | 10.4 | 10.4 | 11.8 | 11.5 | 11.6 | 11.7 | 11.5 | 11.7 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,570 20.1 FACTS OF LIFE | | 18,180 20.8 227 (SD) | | 24,040 27.5 GOLDEN GIRLS | | 19,670 22.5 AMEN | | 18,790 21.5 HUNTER | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,730 18.0 | | 16,870 19.3 | | 22,110 25.3 | | 17,830 20.4 | | 15,990 18.3 | 18.2* | | 18.5* |
| | SHARE OF AUDIENCE % | | | | | 32 | | 33 | | 42 | | 34 | | 33 | 32 * | | 33 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 18.6 | 18.5 | 20.2 | 24.8 | 25.8 | 20.6 | 20.2 | 18.2 | 18.2 | 18.5 | 18.5 |

| WEEK 2 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 9,700 11.1 SIDEKICKS | | 10,140 11.6 SLEDGE HAMMER (SD) | | 8,390 9.6 HEART OF THE CITY (SD) | | | | 8,570 9.8 SPENSER: FOR HIRE | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,130 | | 8,130 | | 5,590 | | | | 6,820 | | | |
| | SHARE OF AUDIENCE % | | | | | 9.3 | | 9.3 | | 6.4 | 6.0* | | 6.8* | 7.8 | 7.6* | | 8.1* |
| | AVG. AUD. BY ¼ HR. % | | | | | 16 | | 15 | | 10 | 10 * | | 11 * | 14 | 13 * | | 15 * |
| | | | | | | 9.0 | 9.6 | 9.3 | 9.3 | 6.1 | 5.8 | 6.8 | 6.8 | 7.1 | 8.0 | 8.1 | 8.0 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,840 22.7 CBS SATURDAY MOVIE HOUSTON. THE LEGEND OF TEXAS (SD) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,440 | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 10.8 | 10.7* | | 10.8* | | 10.4* | | 10.5* | | 11.2* | | 11.2* |
| | AVG. AUD. BY ¼ HR. % | | | | | 18 | 18 * | | 18 * | | 17 * | | 18 * | | 20 * | | 20 * |
| | | | | | | 10.9 | 10.5 | 10.9 | 10.7 | 10.6 | 10.1 | 10.6 | 10.3 | 11.0 | 11.3 | 11.4 | 11.0 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,000 20.6 FACTS OF LIFE | | 19,490 22.3 227 (SD) | | 25,430 29.1 GOLDEN GIRLS | | 18,970 21.7 AMEN (SD) | | 18,270 20.9 HUNTER | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,640 | | 17,740 | | 23,420 | | 17,040 | | 14,770 | | | |
| | SHARE OF AUDIENCE % | | | | | 17.9 | | 20.3 | | 26.8 | | 19.5 | | 16.9 | 16.7* | | 17.1* |
| | AVG. AUD. BY ¼ HR. % | | | | | 30 | | 33 | | 43 | | 33 | | 30 | 29 * | | 31 * |
| | | | | | | 17.1 | 18.6 | 19.4 | 21.1 | 26.3 | 27.4 | 19.9 | 19.2 | 16.9 | 16.5 | 17.2 | 16.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | [illegible] | [illegible] | 54.5 | 55.1 | 55.8 | 56.5 | 57.3 | 58.5 | 59.7 | 60.8 | 59.9 | 58.7 | 56.6 | 56.5 | 56.1 | [illegible] |
| WK 2 | 55.9 | 56.8 | 57.3 | 57.5 | 58.7 | 59.7 | 60.5 | 61.3 | 62.4 | 62.6 | 60.4 | 59.1 | 57.2 | 56.8 | 55.8 | [illegible] |

U.S. TV Households: 87,400,000

(1)CBS COLLEGE FOOTBALL GM 2,UCLA VS U OF WASH & CLEMSON VS MARYLAND,CBS,(MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A



EVE.SAT. NOV.22, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.15, 1986

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1** | | | | | | | | | | | | | | | | |
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 2,190 / 2.5 | | | | | | | | | | | | | |
| | | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,190 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 2.5 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 10 | | | | | | | | | | | | | |
| | | | 2.5 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 10,750 / 12.3 | | | | | | | | | | | | | |
| | | | SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 5,860 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 6.7 | 8.6* | | 5.7* | | 5.0* | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 21 | 24 * | | 19 * | | 19 * | | | | | | | | |
| | | | 9.2 | 8.1 | 6.2 | 5.3 | 5.1 | 4.5 | | | | | | | | |
| **WEEK 2** | | | | | | | | | | | | | | | | |
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 2,620 / 3.0 | | | | | | | | | | | | | |
| | | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,620 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 3.0 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 12 | | | | | | | | | | | | | |
| | | | 3.0 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 13,370 / 15.3 | | | | | | | | | | | | | |
| | | | SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 7,340 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 8.4 | 9.7* | | 8.3* | | 6.7* | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 28 | 26 * | | 26 * | | 25 * | | | | | | | | |
| | | | 10.2 | 9.3 | 8.8 | 7.8 | 6.9 | 6.1 | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 48.1 | 44.7 | 41.4 | 34.7 | 31.9 | 29.5 | 26.5 | 24.6 | 21.6 | 19.9 | 17.8 | 15.9 | 13.9 | 12.6 | 11.4 | 10.3 |
| WK. 2 | 49.9 | 44.9 | 38.5 | 35.2 | 32.8 | 30.2 | 27.7 | 25.5 | 22.7 | 20.4 | 17.5 | 15.8 | 13.6 | 12.1 | 10.6 | 9.1 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



EVE.SAT. NOV.22, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.16, 1986

| WEEK 1 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 19,930 22.8 | | | | | | | | 25,080 28.7 | | | | | | | |
| | | DISNEY SUNDAY MOVIE THE LEFTOVERS (SD) | | | | | | | | ABC SUNDAY NIGHT MOVIE SUDDEN IMPACT (9:00-11:03PM)(SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 12,590 14.4 | 12.0* | | 14.2* | | 15.4* | | 16.0* | 17,130 19.6 | 17.1* | | 19.8* | | 20.7* | | 20.4* |
| | SHARE OF AUDIENCE % | 21 | 19 * | | 21 * | | 23 * | | 23 * | 30 | 25 * | | 29 * | | 32 * | | 33 * |
| | AVG. AUD. BY ¼ HR. % | 11.4 | 12.6 | 13.9 | 14.6 | 15.5 | 15.2 | 16.0 | 16.0 | 16.6 | 17.7 | 19.5 | 20.2 | 20.5 | 20.9 | 20.6 | 20.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 28,060 32.1 | | | | 27,090 31.0 | | | | 28,930 33.1 | | | | | | | |
| | | 60 MINUTES | | | | MURDER, SHE WROTE (SD) | | | | FRESNO PART 1 (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 20,360 23.3 | 21.9* | | 24.8* | 22,460 25.7 | 24.4* | | 26.9* | 17,220 19.7 | 22.7* | | 20.1* | | 18.4* | | 17.5* |
| | SHARE OF AUDIENCE % | 36 | 34 * | | 37 * | 37 | 36 * | | 38 * | 30 | 33 * | | 30 * | | 28 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | 21.3 | 22.5 | 24.4 | 25.2 | 24.0 | 24.7 | 27.1 | 26.8 | 23.2 | 22.2 | 20.7 | 19.5 | 18.9 | 17.9 | 18.0 | 17.1 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 16,080 18.4 | | | | 15,120 17.3 | | 15,030 17.2 | | 24,820 28.4 | | | | | |
| | | | (1) (-OP) | OUR HOUSE (7:33-8:33PM) (OP)(-OP) | | | | EASY STREET (8:33-9:03PM) (OP)(-OP) | | VALERIE (9:03-9:33PM) (OP)(SD)(-OP) | | NBC SUNDAY NIGHT MOVIE TERMS OF ENDEARMENT (9:33-12:17AM) (OP)(SD) | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 11,450 13.1 | | | | 12,500 14.3 | | 13,200 15.1 | | 13,900 15.9 | | | 15.8* | | 15.9* |
| | SHARE OF AUDIENCE % | | 15.9* | 19 | 12.2* | | 14.0* | 21 | | 22 | | 28 | 14.9* | | 24 * | | 25 * |
| | AVG. AUD. BY ¼ HR. % | 15.9 | 15.9 | 11.9 | 12.4 | 13.7 | 14.3 | 13.2 | 14.9 | 14.7 | 15.3 | 14.7 | 15.1 | 15.9 | 15.7 | 15.8 | 16.0 |

| WEEK 2 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 28,550 25.8 | | | | | | | | 20,360 23.3 | | | | | | | |
| | | DISNEY SUNDAY MOVIE THE THANKSGIVING PROMISE (SD) | | | | | | | | ABC SUNDAY NIGHT MOVIE NAZI HUNTER. THE BEATE KLARSFELD STORY (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 13,810 15.8 | 13.6* | | 15.1* | | 16.9* | | 17.5* | 11,970 13.7 | 13.3* | | 13.7* | | 13.4* | | 14.5* |
| | SHARE OF AUDIENCE % | 23 | 21 * | | 22 * | | 24 * | | 24 * | 21 | 19 * | | 20 * | | 21 * | | 24 * |
| | AVG. AUD. BY ¼ HR. % | 13.1 | 14.1 | 14.8 | 15.4 | 16.5 | 17.3 | 17.9 | 17.0 | 13.7 | 13.8 | 13.9 | 13.5 | 13.4 | 13.5 | 14.4 | 14.6 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | 30.5 | | | | 32,080 36.7 | | | | 27,710 31.7 | | | | | |
| | | | (2) (-OP) | 60 MINUTES (7:33-8:33PM) (OP)(-OP) | | | | MURDER, SHE WROTE (8:33-9:33PM) (OP)(SD)(-OP) | | | | | CBS SUNDAY MOVIE WOMEN OF VALOR (9:33-11:33PM) (OP)(SD) | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | 25.7* | | 28.8* | 24,730 28.3 | 26.6* | | 30.1* | 17,130 19.6 | 19.7* | | 18.8* | | 18.8* |
| | SHARE OF AUDIENCE % | | | | 38 * | | 41 * | 39 | 37 * | | 42 * | 32 | 29 * | | 29 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | 17.6 | | | 26.2 | 29.2 | 28.4 | 25.8 | 27.2 | 29.7 | 30.5 | 20.5 | 19.0 | 19.2 | 18.3 | 18.5 | 19.0 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | 16,340 18.7 | | | | 14,070 16.1 | | 15,120 17.3 | | 24,910 28.5 | | | | | | | |
| | | OUR HOUSE | | | | VALERIE | | EASY STREET (SD) | | NBC SUNDAY NIGHT MOVIE COMBAT HIGH | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 12,080 13.8 | | | 14.4* | 11,890 13.6 | | 13,200 15.1 | | 16,520 18.9 | 18.1* | | 20.1* | | 19.3* | | 18.0* |
| | SHARE OF AUDIENCE % | 21 | | | 21 * | 19 | | 21 | | 29 | 26 * | | 30 * | | 30 * | | 30 * |
| | AVG. AUD. BY ¼ HR. % | 12.7 | 13.8 | 14.4 | 14.4 | 13.2 | 14.1 | 14.6 | 15.6 | 17.6 | 18.6 | 20.0 | 20.2 | 19.6 | 19.1 | 18.7 | 17.3 |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 64.9 | 65.4 | 66.1 | 67.0 | 67.7 | 69.0 | 69.8 | 70.0 | 69.1 | 68.7 | 68.2 | 66.6 | 65.6 | 64.5 | 63.0 | 60.1 |
| | WK. 2 | 64.5 | 65.4 | 66.6 | 68.2 | 70.0 | 72.0 | 72.5 | 72.8 | 71.3 | 70.1 | 68.4 | 66.4 | 64.2 | 62.6 | 60.6 | 58.7 |

U.S. TV Households: 87,400,000

(1)NFL FOOTBALL GAME 1,NBC,VARIOUS TEAMS AND TIMES,NBC,(MULTI-SEGMENT TELECAST)

(2)CBS NFL FOOTBALL GAME 2,VARIOUS TEAMS AND TIMES,CBS,(MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A



EVE.SUN. NOV.23, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.16, 1986

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1** | | | | | | | | | | | | | | | | |
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | 2,360 / 2.7 | | | | | | | | | | | | |
| | (1) | | | ABC WEEKEND REPORT-SUN. (11:35-11:50PM) | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 2,360 / 2.7 | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | 8 | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 20.9 | | | 2.8 | 2.5 | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,020 / 4.6 | | | | | | | | | | | | | | | |
| | CBS SUNDAY | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,850 / 4.4 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 8 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.4 | | | | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | 1,490 / 1.7 | | | | | | | | |
| | NBC SUNDAY NIGHT MOVIE TERMS OF ENDEARMENT (9:33-12:17AM) | | | | | | | | G MICHAELS SPORTS MACHINE (12:47-1:02AM) (SUSTAINING 1:02-1:17AM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 16.5* | | 16.9* | | 15.1* | | 1,490 / 1.7 | | | | | | | | |
| SHARE OF AUDIENCE % | | 30 * | | 41 * | | 46 * | | 11 | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 16.3 | 16.6 | 17.0 | 16.7 | 15.8 | 9.8 | | 1.7 | 1.7 | | | | | | | |
| **WEEK 2** | | | | | | | | | | | | | | | | |
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 2,450 / 2.8 | | | | | | | | | | | | | |
| | | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,530 / 2.9 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 9 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.9 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 4,280 / 4.9 | | | | | | | | | | | | | |
| | CBS SUNDAY MOVIE WOMEN OF VALOR (9:33-11:33PM) (-OP) | | CBS SUNDAY NEWS-OSGOOD (11:33-11:48PM) (OP) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 21.4* | 4,110 / 4.7 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | 41 * | 12 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 21.4 | 21.3 | 4.8 | 4.4 | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 2,100 / 2.4 | | | | | | | | | | | | | |
| | | | G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,010 / 2.3 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 8 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.3 | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 56.5 | 48.7 | 41.3 | 36.3 | 30.9 | 25.3 | 21.4 | 17.9 | 15.3 | 13.6 | 11.7 | 10.1 | 8.7 | 8.1 | 7.5 | [illegible] |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 51.9 | 46.6 | 38.0 | 32.5 | 27.1 | 23.9 | 20.1 | 17.5 | 15.2 | 13.4 | 11.5 | 9.9 | 8.4 | 7.3 | 6.5 | [illegible] |

U.S. TV Households: 87,400,000

(1)ABC SUNDAY NIGHT MOVIE,SUDDEN IMPACT,ABC,(9:00-11:03PM)

For explanation of symbols, See page A



EVE.SUN. NOV.23, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. NOV.10–14, 1986

| WEEK 1 — TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 5,240 / 6.0 | | | | 4,980 / 5.7 | | | | | | | | | |
| | | | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA 830 (CO-OP) (PARTICIPATING) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,110 / 4.7 | | | | 4,110 / 4.7 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 21 | | | | 20 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.7 | 4.7 | | | 4.6 | 4.8 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 3,060 / 3.5 | | | | 3,320 / 3.8 | | | | | | 4,280 / 4.9 | | 4,280 / 4.9 | |
| | | | CBS MORNING NEWS 1 | | | | CBS MORNING NEWS 2 | | | | | | $25,000 PYRAMID | | NEW CARD SHARKS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,450 / 2.8 | | | | 2,800 / 3.2 | | | | | | 3,670 / 4.2 | | 3,760 / 4.3 | |
| SHARE OF AUDIENCE % | | | 15 | | | | 14 | | | | | | 16 | | 17 | |
| AVG. AUD. BY ¼ HR. % | | | 2.8 | 2.9 | | | 3.1 | 3.2 | | | | | 4.0 | 4.4 | 4.2 | 4.3 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 5,940 / 6.8 | | | | 5,860 / 6.7 | | | | | | 4,200 / 4.8 | | 4,280 / 4.9 | |
| | | | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | | FAMILY TIES M-F | | SALE OF THE CENTURY | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,890 / 5.6 | | | | 4,810 / 5.5 | | | | | | 3,410 / 3.9 | | 3,580 / 4.1 | |
| SHARE OF AUDIENCE % | | | 26 | | | | 23 | | | | | | 15 | | 16 | |
| AVG. AUD. BY ¼ HR. % | | | 5.6 | 5.7 | | | 5.5 | 5.5 | | | | | 3.9 | 3.9 | 4.2 | 4.2 |

| WEEK 2 — TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 5,330 / 6.1 | | | | 4,810 / 5.5 | | | | | | | | | |
| | | | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,200 / 4.8 | | | | 3,930 / 4.5 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 23 | | | | 21 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.9 | 4.8 | | | 4.5 | 4.5 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 3,230 / 3.7 | | | | 3,150 / 3.6 | | | | | | 4,200 / 4.8 | | 4,370 / 5.0 | |
| | | | CBS MORNING NEWS 1 | | | | CBS MORNING NEWS 2 | | | | | | $25,000 PYRAMID | | NEW CARD SHARKS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,530 / 2.9 | | | | 2,450 / 2.8 | | | | | | 3,500 / 4.0 | | 3,760 / 4.3 | |
| SHARE OF AUDIENCE % | | | 16 | | | | 13 | | | | | | 17 | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | 2.8 | 3.0 | | | 2.8 | 2.8 | | | | | 3.8 | 4.2 | 4.2 | 4.4 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 5,770 / 6.6 | | | | 5,420 / 6.2 | | | | | | 3,580 / 4.1 | | 3,850 / 4.4 | |
| | | | TODAY SHOW 7 30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | | FAMILY TIES M-F | | SALE OF THE CENTURY | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,630 / 5.3 | | | | 4,460 / 5.1 | | | | | | 2,880 / 3.3 | | 3,230 / 3.7 | |
| SHARE OF AUDIENCE % | | | 25 | | | | 23 | | | | | | 14 | | 16 | |
| AVG. AUD. BY ¼ HR. % | | | 5.3 | 5.3 | | | 5.2 | 4.9 | | | | | 3.2 | 3.4 | 3.7 | 3.7 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | [illegible] | 16.4 | 18.0 | 20.1 | 21.7 | 23.0 | 23.1 | 23.6 | 24.3 | 25.1 | 25.5 | 25.5 | 25.5 | 25.7 | 24.9 | [illegible] |
| WK. 2 | [illegible] | 15.9 | 17.1 | 19.1 | 20.5 | 21.5 | 21.3 | 21.3 | 22.1 | 23.1 | 23.5 | 23.8 | 23.6 | 23.5 | 23.0 | [illegible] |

U.S. TV Households: 87,400,000



For explanation of symbols, See page A

DAY MON.–FRI. NOV.17–21, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. NOV.10–14, 1986

| WEEK 1 | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 2,620 / 3.0 | | 1,750 / 2.0 | | 2,710 / 3.1 | | 3,760 / 4.3 | | 7,870 / 9.0 | | | | 8,570 / 9.8 | | | |
| | | FAME, FORTUNE AND ROMANCE | | DOUBLE TALK | | RYAN'S HOPE | | LOVING | | ALL MY CHILDREN | | | | ONE LIFE TO LIVE (SD) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,100 / 2.4 | | 1,310 / 1.5 | | 2,360 / 2.7 | | 3,150 / 3.6 | | 6,120 / 7.0 | 6.6* | | 7.5* | 6,560 / 7.5 | 7.3* | | 7.6* |
| | SHARE OF AUDIENCE % | 10 | | 6 | | 10 | | 13 | | 23 | 22 * | | 24 * | 25 | 24 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | 2.5 | 2.3 | 1.5 | 1.5 | 2.6 | 2.7 | 3.5 | 3.8 | 6.3 | 7.0 | 7.4 | 7.5 | 7.2 | 7.3 | 7.5 | 7.8 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 7,080 / 8.1 | | 8,910 / 10.2 | | | | 9,610 / 11.0 | | | | 7,950 / 9.1 | | | | 5,330 / 6.1 | |
| | | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (SD) | | | | YOUNG AND THE RESTLESS | | | | AS THE WORLD TURNS | | | | CAPITOL | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,120 / 7.0 | | 7,870 / 9.0 | | | | 7,600 / 8.7 | 8.7* | | 8.7* / 31 * | 6,380 / 7.3 / 24 | 7.4* / 24 * | | 7.3* / 24 * | 4,810 / 5.5 / 19 | |
| | SHARE OF AUDIENCE % | 28 | | 35 | | | | 31 | 31 * | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 6.7 | 7.3 | 8.7 | 9.2 | | | 8.6 | 8.7 | 8.7 | 8.7 | 7.5 | 7.3 | 7.3 | 7.2 | 5.5 | 5.4 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | 6,560 / 7.5 | | 4,890 / 5.6 | | 3,580 / 4.1 | | 2,530 / 2.9 | | 7,780 / 8.9 | | | | 5,590 / 6.4 | | | |
| | | WHEEL OF FORTUNE | | SCRABBLE | | SUPER PASSWORD | | [redacted] TOMORROW | | DAYS OF OUR LIVES | | | | ANOTHER WORLD (SD) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,590 / 6.4 | | 4,200 / 4.8 | | 3,060 / 3.5 | | 2,190 / 2.5 | | 6,290 / 7.2 | 6.9* | | 7.4* | 4,460 / 5.1 | 5.2* | | 5.1* |
| | SHARE OF AUDIENCE % | 26 | | 19 | | 13 | | 9 | | 24 | 23 * | | 24 * | 17 | 17 * | | 17 * |
| | AVG. AUD. BY ¼ HR. % | 6.3 | 6.5 | 4.8 | 4.9 | 3.5 | 3.6 | 2.5 | 2.5 | 6.8 | 7.1 | 7.4 | 7.4 | 5.1 | 5.2 | 5.2 | 5.1 |

| WEEK 2 | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 2,880 / 3.3 | | 1,920 / 2.2 | | 3,060 / 3.5 | | 4,110 / 4.7 | | 7,780 / 8.9 | | | | 8,390 / 9.6 | | | |
| | | FAME, FORTUNE AND ROMANCE | | DOUBLE TALK | | RYAN'S HOPE | | LOVING | | ALL MY CHILDREN | | | | ONE LIFE TO LIVE (SD) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,360 / 2.7 | | 1,570 / 1.8 | | 2,620 / 3.0 | | 3,670 / 4.2 | | 6,030 / 6.9 | 6.5* | | 7.2* | 6,290 / 7.2 | 7.0* | | 7.4* |
| | SHARE OF AUDIENCE % | 12 | | 8 | | 12 | | 16 | | 23 | 22 * | | 24 * | 25 | 25 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | 2.8 | 2.6 | 1.8 | 1.8 | 2.9 | 3.0 | 4.0 | 4.3 | 6.2 | 6.8 | 7.1 | 7.3 | 7.0 | 7.1 | 7.2 | 7.6 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 6,210 / 7.1 | | 7,950 / 9.1 | | | | 9,260 / 10.6 | | | | 7,870 / 9.0 | | | | 4,720 / 5.4 | |
| | | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (SD) | | | | YOUNG AND THE RESTLESS | | | | AS THE WORLD TURNS | | | | CAPITOL | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,330 / 6.1 | | 6,820 / 7.8 | | | | 7,080 / 8.1 | 8.1* | | 8.2* / 30 * | 6,120 / 7.0 / 24 | 7.1* / 24 * | | 6.9* / 24 * | 4,280 / 4.9 / 18 | |
| | SHARE OF AUDIENCE % | 26 | | 33 | | | | 31 | 32 * | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 5.8 | 6.5 | 7.6 | 8.0 | | | 7.8 | 8.2 | 8.2 | 8.2 | 7.3 | 7.0 | 6.9 | 6.9 | 4.9 | 4.8 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | 6,290 / 7.2 | | 4,630 / 5.3 | | 3,230 / 3.7 | | 2,360 / 2.7 | | 7,600 / 8.7 | | | | 5,590 / 6.4 | | | |
| | | WHEEL OF FORTUNE | | SCRABBLE | | SUPER PASSWORD | | SEARCH FOR [redacted] | | DAYS OF OUR LIVES | | | | ANOTHER WORLD (SD) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,420 / 6.2 | | 4,020 / 4.6 | | 2,800 / 3.2 | | 2,100 / 2.4 | | 5,940 / 6.8 | 6.5* | | 7.2* | 4,280 / 4.9 | 4.8* | | 4.9* |
| | SHARE OF AUDIENCE % | 27 | | 20 | | 12 | | 9 | | 23 | 22 * | | 24 * | 17 | 17 * | | 18 * |
| | AVG. AUD. BY ¼ HR. % | 6.0 | 6.4 | 4.6 | 4.6 | 3.1 | 3.3 | 2.4 | 2.3 | 6.3 | 6.6 | 7.1 | 7.2 | 4.9 | 4.8 | 5.0 | 4.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 24.5 | 24.9 | 25.1 | 25.9 | 27.8 | 28.9 | 28.9 | 29.2 | 29.9 | 30.2 | 30.2 | 30.1 | 29.5 | 29.8 | 29.1 | 30.[illegible] |
| WK. 2 | 21.0 | 21.5 | 21.6 | 24.3 | 26.3 | 27.4 | 27.6 | 27.9 | 28.5 | 28.7 | 28.7 | 29.1 | 28.2 | 28.5 | 28.0 | 29.[illegible] |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



DAY MON.–FRI. NOV.17–21, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — DAY MON.–FRI. NOV.10–14, 1986

| | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 9,260 / 10.6 | | | | | | | | | | | | | | 10,840 / 12.4 | |
| | | GENERAL HOSPITAL | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| | AVERAGE AUDIENCE (Households (000) & %) | 7,170 / 8.2 | 8.1* | | 8.3* | | | | | | | | | | | 9,350 / 10.7 | |
| | SHARE OF AUDIENCE % | 26 | 26 * | | 26 * | | | | | | | | | | | 18 | |
| | AVG. AUD. BY ¼ HR. % | 8.1 | 8.2 | 8.3 | 8.3 | | | | | | | | | | | 10.3 | 11.1 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 7,520 / 8.6 | | | | | | | | | | | | | | 12,410 / 14.2 | |
| | | GUIDING LIGHT (SO)(SUS-60) | | | | | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,940 / 6.8 | 6.6* | | 6.9* | | | | | | | | | | | 10,840 / 12.4 | |
| | SHARE OF AUDIENCE % | 22 | 22 * | | 21 * | | | | | | | | | | | 21 | |
| | AVG. AUD. BY ¼ HR. % | 6.5 | 6.8 | 6.9 | 6.9 | | | | | | | | | | | 12.4 | 12.5 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 5,160 / 5.9 | | | | | | | | | | | | | | 12,760 / 14.6 | |
| | | SANTA BARBARA | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,020 / 4.6 | 4.4* | | 4.9* | | | | | | | | | | | 11,100 / 12.7 | |
| | SHARE OF AUDIENCE % | 15 | 14 * | | 15 * | | | | | | | | | | | 22 | |
| | AVG. AUD. BY ¼ HR. % | 4.3 | 4.5 | 4.7 | 4.9 | | | | | | | | | | | 12.4 | 13.0 |
| WEEK 2 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 9,180 / 10.5 | | | | | | | | | | | | | | 11,100 / 12.7 | |
| | | GENERAL HOSPITAL | | | | (S)(OP) | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| | AVERAGE AUDIENCE (Households (000) & %) | 7,430 / 8.5 | 8.3* | | 8.6* | | | | | | | | | | | 9,610 / 11.0 | |
| | SHARE OF AUDIENCE % | 28 | 28 * | | 28 * | | | | | | | | | | | 20 | |
| | AVG. AUD. BY ¼ HR. % | 8.1 | 8.5 | 8.6 | 8.7 | | | | | | | | | | | 10.9 | 11.1 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 7,080 / 8.1 | | | | | | | | | | | | | | 12,500 / 14.3 | |
| | | GUIDING LIGHT (SO)(SUS-60) | | | | | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,680 / 6.5 | 6.3* | | 6.7* | | | | | | | | | | | 10,840 / 12.4 | |
| | SHARE OF AUDIENCE % | 21 | 21 * | | 21 * | | | | | | | | | | | 21 | |
| | AVG. AUD. BY ¼ HR % | 6.2 | 6.4 | 6.7 | 6.6 | | | | | | | | | | | 12.3 | 12.4 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 4,980 / 5.7 | | | | | | | | | | | | | | 11,890 / 13.6 | |
| | | SANTA BARBARA | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,760 / 4.3 | 4.1* | | 4.4* | | | | | | | | | | | 10,400 / 11.9 | |
| | SHARE OF AUDIENCE % | 14 | 14 * | | 14 * | | | | | | | | | | | 21 | |
| | AVG. AUD. BY ¼ HR. % | 4.2 | 4.0 | 4.2 | 4.6 | | | | | | | | | | | 11.7 | 12.3 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 30.6 | 31.9 | [illegible] | [illegible] | 34.5 | 36.4 | 37.9 | 40.2 | 42.4 | 45.4 | 47.7 | 50.4 | 53.3 | 56.3 | 58.2 | [illegible] |
| | WK. 2 | 29.8 | 30.9 | [illegible] | [illegible] | 33.3 | 35.6 | 37.2 | 39.6 | 42.1 | 44.9 | 47.2 | 50.0 | 53.2 | 55.9 | [illegible] | [illegible] |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



DAY MON.–FRI. NOV.17–21, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — DAY SAT. NOV.15, 1986

| WEEK 1 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,800 / 3.2 | WUZZLES | 3,410 / 3.9 | CARE BEAR FAMILY | 4,460 / 5.1 | FLINTSTONE KIDS 1 | 4,980 / 5.7 | FLINTSTONE KIDS 2 | 5,590 / 6.4 | REAL GHOSTBUSTERS | 5,160 / 5.9 | POUND PUPPIES |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,190 / 2.5 | | 2,710 / 3.1 | | 3,410 / 3.9 | | 4,200 / 4.8 | | 4,630 / 5.3 | | 4,280 / 4.9 | |
| | SHARE OF AUDIENCE % | | | | | 15 | | 15 | | 16 | | 18 | | 19 | | 17 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 2.3 | 2.6 | 2.9 | 3.3 | 3.6 | 4.2 | 4.7 | 4.9 | 5.1 | 5.5 | 4.9 | 5.0 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,060 / 3.5 | BERENSTAIN BEARS (SUS-SD) | 3,060 / 3.5 | WILDFIRE (SUS-SD) | 6,380 / 7.3 | ← MUPPET BABIES → | | | 5,240 / 6.0 | PEE WEE'S PLAYHOUSE | 5,330 / 6.1 | TEEN WOLF |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,360 / 2.7 | | 2,710 / 3.1 | | 4,280 / 4.9 | 4.7* | | 5.2* | 4,460 / 5.1 | | 4,630 / 5.3 | |
| | SHARE OF AUDIENCE % | | | | | 16 | | 16 | | 20 | 21 * | | 20 * | 18 | | 19 | |
| | AVG. AUD. BY ¼ HR % | | | | | 2.5 | 2.8 | 2.9 | 3.3 | 4.6 | 4.8 | 5.1 | 5.4 | 5.1 | 5.2 | 5.4 | 5.1 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,850 / 4.4 | KISSYFUR (SD) | 4,890 / 5.6 | GUMMI BEARS (SD) | 5,940 / 6.8 | SMURFS I | 6,640 / 7.6 | SMURFS II | 8,300 / 9.5 | SMURFS III (SD) | 7,250 / 8.3 | ALVIN AND THE CHIPMUNKS |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,060 / 3.5 | | 4,200 / 4.8 | | 5,160 / 5.9 | | 6,030 / 6.9 | | 6,990 / 8.0 | | 6,210 / 7.1 | |
| | SHARE OF AUDIENCE % | | | | | 21 | | 23 | | 24 | | 25 | | 28 | | 24 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 3.1 | 4.0 | 4.4 | 5.2 | 5.5 | 6.3 | 6.8 | 6.9 | 8.1 | 8.0 | 7.0 | 7.2 |

| WEEK 2 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,710 / 3.1 | WUZZLES | 4,370 / 5.0 | CARE BEAR FAMILY | 3,500 / 4.0 | FLINTSTONE KIDS 1 | 4,720 / 5.4 | FLINTSTONE KIDS 2 | 4,370 / 5.0 | REAL GHOSTBUSTERS | 3,580 / 4.1 | POUND PUPPIES |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,010 / 2.3 | | 3,410 / 3.9 | | 3,150 / 3.6 | | 3,580 / 4.1 | | 3,670 / 4.2 | | 3,060 / 3.5 | |
| | SHARE OF AUDIENCE % | | | | | 14 | | 19 | | 15 | | 15 | | 15 | | 12 | |
| | AVG AUD. BY ¼ HR. % | | | | | 2.1 | 2.5 | 3.5 | 4.3 | 3.6 | 3.6 | 4.2 | 4.1 | 4.0 | 4.4 | 3.6 | 3.4 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,450 / 2.8 | BERENSTAIN BEARS (SUS-SD) | 2,190 / 2.5 | WILDFIRE (SUS-SD) | 6,210 / 7.1 | ← MUPPET BABIES → | | | 6,820 / 7.8 | PEE WEE'S PLAYHOUSE | 6,120 / 7.0 | TEEN WOLF |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,840 / 2.1 | | 1,920 / 2.2 | | 4,370 / 5.0 | 4.4* | | 5.6* | 5,510 / 6.3 | | 5,420 / 6.2 | |
| | SHARE OF AUDIENCE % | | | | | 13 | | 10 | | 21 | 20 * | | 22 * | 23 | | 21 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 1.9 | 2.3 | 2.1 | 2.3 | 4.0 | 4.8 | 5.4 | 5.7 | 6.2 | 6.3 | 6.2 | 6.1 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 4,460 / 5.1 | KISSYFUR (SD) | 5,240 / 6.0 | GUMMI BEARS (SD) | 5,860 / 6.7 | SMURFS I | 6,120 / 7.0 | SMURFS II | 7,690 / 8.8 | SMURFS III (SD) | 6,820 / 7.8 | ALVIN AND THE CHIPMUNKS |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,760 / 4.3 | | 4,540 / 5.2 | | 4,890 / 5.6 | | 5,240 / 6.0 | | 6,030 / 6.9 | | 5,940 / 6.8 | |
| | SHARE OF AUDIENCE % | | | | | 26 | | 25 | | 24 | | 22 | | 24 | | 23 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 4.0 | 4.7 | 5.2 | 5.2 | 5.4 | 5.9 | 5.9 | 6.1 | 6.7 | 7.1 | 6.7 | 7.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 8.9 | 10.2 | 12.0 | 14.6 | 17.4 | 19.3 | 21.1 | 23.1 | 24.0 | 25.9 | 27.2 | 28.5 | 29.0 | 29.4 | 28.7 | 28.7 |
| WK. 2 | 8.8 | 10.5 | 11.8 | 14.1 | 17.1 | 19.6 | 22.0 | 23.0 | 24.0 | 25.0 | 26.6 | 27.8 | 28.0 | 28.8 | 29.5 | 30.[illegible] |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



DAY SAT. NOV.22, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.15, 1986

| WEEK 1 | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 5,070 / 5.8 | | 4,110 / 4.7 | | 5,240 / 6.0 | | 3,320 / 3.8 | | 2,190 / 2.5 | | | | | | | |
| | | BUGS BUNNY & TWEETY SHOW | | ALL NEW EWOKS | | ABC WEEKEND SPECIALS: THE MOUSE AND THE MOTORCYCLE,PT 2 | | LITTLES | | AMERICAN BANDSTAND | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,280 / 4.9 | | 3,580 / 4.1 | | 4,280 / 4.9 | | 2,880 / 3.3 | | 1,840 / 2.1 | | | | | | | |
| | SHARE OF AUDIENCE % | 17 | | 14 | | 16 | | 11 | | 7 | | | | | | | |
| | AVG. AUD BY ¼ HR. % | 4.6 | 5.1 | 3.9 | 4.3 | 4.8 | 5.1 | 3.3 | 3.9 | 1.2 | 2.1 | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 2,970 / 3.4 | | 2,710 / 3.1 | | 2,880 / 3.3 | 13,020 / 14.9 | | | | | | | | | | |
| | | GALAXY HIGH SCHOOL(B) | | RICHIE RICH(B) (SD) | | (1) (-OP) | CBS COLLEGE FOOTBALL GAME OSU VS WISCONSIN (12:19-3:35PM)(OP) | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,450 / 2.9 | | 2,010 / 2.3 | | 2,800 / 3.2 | 3,930 / 4.5 | | 4.1* | | 4.0* | | 4.5* | | 4.1* | | 4.9* |
| | SHARE OF AUDIENCE % | 10 | | 8 | | 11 | 14 | | 13 * | | 13 * | | 14 * | | 12 * | | 14 * |
| | AVG. AUD. BY ¼ HR. % | 3.0 | 2.6 | 2.3 | 2.4 | 3.1 | 3.2 | 3.9 | 4.2 | 4.0 | 3.9 | 4.3 | 4.7 | 3.9 | 4.2 | 4.5 | 5.2 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | 7,250 / 8.3 | | 6,560 / 7.5 | | 4,980 / 5.7 | | 3,410 / 3.9 | | | | | | 5,770 / 6.6 | | | |
| | | FOOFUR (SD) | | IT'S PUNKY BREWSTER (SD) | | LAZER TAG ACADEMY | | KIDD VIDEO | | | | | | PBA FALL TOUR (2:00-3:30PM) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,210 / 7.1 | | 5,680 / 6.5 | | 4,280 / 4.9 | | 2,800 / 3.2 | | | | | | 2,880 / 3.3 | 3.5* | | 3.1* |
| | SHARE OF AUDIENCE % | 24 | | 22 | | 16 | | 11 | | | | | | 9 | 10 * | | 9 * |
| | AVG. AUD. BY ¼ HR. % | 7.4 | 6.9 | 6.5 | 6.5 | 4.9 | 4.9 | 3.1 | 3.2 | | | | | 3.6 | 3.4 | 3.1 | 3.1 |

| WEEK 2 | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 5,420 / 6.2 | | 4,110 / 4.7 | | 3,500 / 4.0 | | 3,060 / 3.5 | | 2,800 / 3.2 | | | | | | | |
| | | BUGS BUNNY & TWEETY SHOW | | ALL NEW EWOKS | | ABC WEEKEND SPECIALS: SANTA BEAR'S FIRST CHRISTMAS | | LITTLES | | AMERICAN BANDSTAND | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,280 / 4.9 | | 3,410 / 3.9 | | 2,970 / 3.4 | | 2,620 / 3.0 | | 2,100 / 2.4 | | | | | | | |
| | SHARE OF AUDIENCE % | 17 | | 13 | | 11 | | 9 | | 7 | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 4.4 | 5.4 | 3.9 | 3.8 | 3.5 | 3.4 | 2.9 | 3.1 | 2.4 | 2.5 | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 3,320 / 3.8 | | 3,930 / 4.5 | | 5,590 / 6.4 | 21,850 / 25.0 | | | | | | | | | | |
| | | GALAXY HIGH(B) | | RICHIE RICH-(B) (SD) | | (2) (-OP) | CBS COLLEGE FOOTBALL GAME MICHIGAN VS OHIO STATE (12:17-4:19PM)(OP) | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,970 / 3.4 | | 3,080 / 3.5 | | 5,160 / 5.9 | 8,220 / 9.4 | | 7.8* | | 8.4* | | 9.2* | | 8.7* | | 9.7* |
| | SHARE OF AUDIENCE % | 12 | | 12 | | 19 | 28 | | 24 * | | 26 * | | 28 * | | 26 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | 3.6 | 3.3 | 3.2 | 3.8 | 5.9 | 6.4 | 7.6 | 8.0 | 8.3 | 8.4 | 8.9 | 9.4 | 9.0 | 8.4 | 9.6 | 9.9 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | 5,940 / 6.8 | | 5,680 / 6.5 | | 4,720 / 5.4 | | 3,410 / 3.9 | | | | | | 5,160 / 5.9 | | | |
| | | FOOFUR (SD) | | IT'S PUNKY BREWSTER (SD) | | LAZER TAG ACADEMY | | KIDD VIDEO | | | | | | PBA FALL TOUR (2:00-3:30PM) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,070 / 5.8 | | 4,720 / 5.4 | | 4,110 / 4.7 | | 2,620 / 3.0 | | | | | | 2,620 / 3.0 | 2.5* | | 3.0* |
| | SHARE OF AUDIENCE % | 20 | | 18 | | 15 | | 9 | | | | | | 9 | 7 * | | 9 * |
| | AVG. AUD. BY ¼ HR. % | 6.2 | 5.5 | 5.4 | 5.5 | 4.6 | 4.7 | 3.0 | 3.1 | | | | | 2.4 | 2.7 | 2.8 | 3.2 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 28.9 | 28.7 | 29.2 | 30.1 | 30.9 | 31.3 | 30.9 | 30.4 | 30.9 | 32.4 | 33.6 | 34.2 | 34.1 | 34.7 | 35.5 | 36.4 |
| WK. 2 | 29.5 | 29.6 | 29.7 | 31.0 | 31.4 | 32.2 | 32.6 | 33.1 | 33.3 | 33.5 | 33.8 | 33.6 | 33.4 | 34.0 | 34.8 | 34.7 |

U.S. TV Households: 87,400,000

(1)CBS COLLEGE FOOTBALL PRE,CBS,(12:00-12:19PM) (2)CBS COLLEGE FOOTBALL PRE,CBS,(12:00-12:17PM)

For explanation of symbols, See page A



DAY SAT. NOV.22, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.15, 1986

| WEEK | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 3,850 4.4 (1) (-OP) | 19,670 22.5 | | | | | | | | | | | | | | 8,560 7.5 (2) (OP) |
| | | CFA COLLEGE FOOTBALL GAME PENN STATE VS NOTRE DAME TEXAS A&M VS ARKANSAS (3:22-6:49PM)(OP)(-OP) | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,880 3.3 | 8,220 9.4 | | | | | | | | | | | | | | 6,900 7.9 |
| | SHARE OF AUDIENCE % | 9 | 22 | | 7.4* 20 * | | 9.0* 24 * | | 9.6* 24 * | | 9.4* 22 * | | 11.0* 24 * | | 10.8* 22 * | | 15 |
| | AVG. AUD. BY ¼ HR. % | 3.3 | 4.5 | 6.7 | 8.1 | 9.0 | 9.1 | 9.7 | 9.6 | 9.2 | 9.7 | 10.8 | 11.1 | 10.8 | 10.8 | 10.9 | 7.9 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | 15,820 18.1 | | | | | | | | | | | | | |
| | | CBS COLLEGE FOOTBALL GAME OSU VS WISCONSIN (12:19-3:39PM)(-OP) | | | | | | | | CBS COLLEGE FOOTBALL GM 2 UCLA VS U OF WASH CLEMSON VS MARYLAND (MULTI-SEGMENT TELECAST)(OP)(SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5.4* | 5,070 5.8 | 4.8* | | 5.3* | | 5.9* | | 6.0* | | 5.3* | | 5.7* | | 6.7* |
| | SHARE OF AUDIENCE % | | 15 * | 13 | 13 * | | 14 * | | 15 * | | 14 * | | 12 * | | 11 * | | 13 * |
| | AVG. AUD. BY ¼ HR. % | 5.5 | 5.3 | 4.6 | 4.8 | 5.2 | 5.3 | 5.8 | 6.0 | 6.3 | 5.7 | 5.3 | 5.3 | 5.5 | 5.9 | 6.2 | 7.9 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | 6,470 7.4 | | | | | | | | | | | | 15,300 17.5 | |
| | | PBA FALL TOUR (2:00-3:30PM) | | | | | KAPALUA GOLF | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 3.4* | 2,620 3.0 | 2.6* | | 2.7* | | 3.1* | | 3.5* | | | | | 12,850 14.7 | |
| | SHARE OF AUDIENCE % | | 9 * | 8 | 7 * | | 7 * | | 8 * | | 8 * | | | | | 26 | |
| | AVG. AUD. BY ¼ HR. % | 3.5 | 3.2 | 2.8 | 2.5 | 2.6 | 2.8 | 3.1 | 3.2 | 3.7 | 3.2 | | | | | 14.5 | 14.8 |
| 2 | **ABC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 2,190 2.5 (3) (-OP) | 19,140 21.9 | | | | | | | | | | | | | | |
| | | CFA COLLEGE FOOTBALL GAME OKLAHOMA VS NEBRASKA (3:21-7:00PM)(OP) | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 1,920 2.2 | 7,080 8.1 | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | 6 | 20 | | 3.9* 11 * | | 5.5* 15 * | | 7.8* 21 * | | 8.3* 21 * | | 10.5* 24 * | | 10.8* 23 * | | 11.8* 23 * |
| | AVG. AUD. BY ¼ HR. % | 2.2 | 2.5 | 3.6 | 4.2 | 4.5 | 6.4 | 7.7 | 7.9 | 7.7 | 8.9 | 10.4 | 10.6 | 10.6 | 11.0 | 11.7 | 12.0 |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | 15,730 18.0 | | | | | | | | | | |
| | | CBS COLLEGE FOOTBALL GAME MICHIGAN VS OHIO STATE (12:17-4:19PM)(-OP) | | | | | | | | | CBS COLLEGE FOOTBALL GM 2 ARIZONA STATE VS U OF ARIZONA (4:19-7:00PM)(OP) | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 10.6* | | 11.0* | | 5,240 6.0 | | 6.2* | | 6.4* | | 5.9* | | 5.5* | | 5.5* |
| | SHARE OF AUDIENCE % | | 31 * | | 31 * | | 14 | | 17 * | | 16 * | | 14 * | | 12 * | | 11 * |
| | AVG. AUD. BY ¼ HR. % | 10.5 | 10.7 | 10.5 | 11.4 | 12.4 | 7.3 | 6.1 | 6.2 | 6.8 | 6.1 | 5.5 | 6.3 | 5.7 | 5.3 | 5.3 | 5.7 |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | 6,820 7.8 | | | | | | | | 4,720 5.4 | | | | 12,500 14.3 | |
| | | PBA FALL TOUR (2:00-3:30PM) | | | | | SPORTSWORLD-SPCL EDITION | | | | | AL MCGUIRE BASKETBALL SP. | | | | NBC NIGHTLY NEWS-SAT. | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 3.5* | 2,620 3.0 | 2.6* | | 2.7* | | 2.9* | | 3.6* | 3,410 3.9 | | | | 10,580 12.1 | |
| | SHARE OF AUDIENCE % | | 10 * | 8 | 7 * | | 8 * | | 8 * | | 9 * | 9 | | | | 23 | |
| | AVG. AUD. BY ¼ HR. % | 3.6 | 3.4 | 2.7 | 2.5 | 2.6 | 2.9 | 2.8 | 3.0 | 3.4 | 3.9 | 3.7 | 4.2 | | | 12.0 | 12.2 |
| | TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 36.2 | 36.5 | 36.3 | 36.9 | 37.2 | 38.1 | 39.7 | 41.5 | 43.0 | 45.0 | 47.5 | 50.4 | 53.2 | 55.2 | 56.6 | 55.7 |
| | WK. 2 | 34.7 | 35.7 | 36.2 | 36.8 | 36.9 | 36.3 | 37.5 | 39.3 | 41.6 | 44.0 | 45.0 | 47.3 | 49.4 | 51.8 | 53.5 | 55.0 |

U.S. TV Households: 87,400,000

(1)CFA COLLEGE FOOTBALL-PRE,ABC,(3:00-3:22PM) (2)CFA COLLEGE FOOTBALL POST,ABC,(6:49-7:00PM)

(3)CFA COLLEGE FOOTBALL-PRE,ABC,(3:00-3:21PM)

For explanation of symbols, See page A



DAY SAT. NOV.22, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.16, 1986

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | **ABC TV** | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 7,600<br>8.7 | | | | | | | 3,410<br>3.9 |
| | | | | | | | | | | SUNDAY MORNING | | | | | | | FACE THE NATION |
| | **CBS TV** | | | | | | | | | | | | | | | | 2,800 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,930<br>4.5 | 3.9* | | 4.8* | | 4.9* | 3.2 | |
| | SHARE OF AUDIENCE % | | | | | | | | | 18 | 18 * | | 19 * | | 18 * | 11 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.6 | 4.2 | 4.5 | 5.1 | 5.0 | 4.8 | 3.0 | 3.3 |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | **ABC TV** | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 7,080<br>8.1 | | | | | | | 3,410<br>3.9 |
| | | | | | | | | | | SUNDAY MORNING | | | | | | | FACE THE NATION |
| | **CBS TV** | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,850<br>4.4 | 3.9* | | 4.6* | | 4.6* | 2,880<br>3.3 | |
| | SHARE OF AUDIENCE % | | | | | | | | | 17 | 17 * | | 18 * | | 16 * | 11 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.6 | 4.1 | 4.4 | 4.7 | 4.7 | 4.5 | 3.1 | 3.5 |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | **NBC TV** | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 6.7 | 7.8 | 9.4 | 11.7 | 14.3 | 16.5 | 18.9 | 21.2 | 22.5 | 24.4 | 26.0 | 27.9 | 28.8 | 29.9 | 29.8 | 30.0 |
| | WK. 2 | 7.0 | 7.8 | 9.6 | 12.0 | 14.4 | 16.9 | 18.6 | 20.6 | 23.3 | 25.2 | 25.8 | 27.1 | 28.3 | 28.8 | 29.3 | 30.1 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.16, 1986

| WEEK 1 | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 6,380 / 7.3 | | | | 2,360 / 2.7 | | | | | | | | | |
| | | | | ← THIS WEEK-DAVID BRINKLEY → | | | | BUSINESS WORLD | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 4,020 / 4.6 | | | | 1,920 / 2.2 | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 14 | 4.2* / 13 * | | 5.0* / 15 * | 6 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 3.9 | 4.5 | 4.9 | 5.1 | 2.3 | 2.1 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | FOR OUR TIMES (SUB) | | | | | 8,040 / 9.2 | | 31,110 / 35.6 | | | | | | | |
| | | | | | | | | CBS NFL TODAY | | ← CBS NFL FOOTBALL GAME 1 → VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 6,120 / 7.0 | | 15,910 / 18.2 | 13.9* | | 17.5* | | 18.6* | | 17.6* |
| | SHARE OF AUDIENCE % | | | | | | | 21 | | 43 | 36 * | | 43 * | | 45 * | | 42 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 6.0 | 7.9 | 13.1 | 14.8 | 17.0 | 18.0 | 18.4 | 18.7 | 17.4 | 17.6 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,710 / 3.1 | | 5,680 / 6.5 | | 17,130 / 19.6 | | | | | | | |
| | | | | | | MEET THE PRESS | | NFL '86-NBC | | ← NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,100 / 2.4 | | 4,200 / 4.8 | | 7,780 / 8.9 | 7.1* | | 8.8* | | 9.0* | | 9.3* |
| | SHARE OF AUDIENCE % | | | | | 8 | | 14 | | 21 | 19 * | | 22 * | | 22 * | | 22 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 2.5 | 2.4 | 4.1 | 5.4 | 6.3 | 7.9 | 8.3 | 9.1 | 9.0 | 8.9 | 9.1 | 9.4 |

| WEEK 2 | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 5,940 / 6.8 | | | | 2,010 / 2.3 | | | | | | | | | |
| | | | | ← THIS WEEK-DAVID BRINKLEY → | | | | BUSINESS WORLD | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 4,020 / 4.6 | | | | 1,660 / 1.9 | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 14 | 4.4* / 14 * | | 4.8* / 15 * | 6 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 4.3 | 4.5 | 4.6 | 5.0 | 1.9 | 1.9 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | FOR OUR TIMES (SUB) | | | | | 7,170 / 8.2 | | 30,150 / 34.5 | | | | | | | |
| | | | | | | | | CBS NFL TODAY | | ← CBS NFL FOOTBALL GAME 1 → VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 5,680 / 6.5 | | 14,510 / 16.6 | 13.6* | | 15.7* | | 16.3* | | 17.0* |
| | SHARE OF AUDIENCE % | | | | | | | 20 | | 38 | 36 * | | 38 * | | 39 * | | 39 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 5.8 | 7.1 | 12.8 | 14.4 | 15.4 | 16.2 | 16.1 | 16.5 | 17.1 | 16.8 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,060 / 3.5 | | 6,290 / 7.2 | | 26,050 / 29.8 | | | | | | | |
| | | | | | | MEET THE PRESS | | NFL '86-NBC | | ← NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,360 / 2.7 | | 4,720 / 5.4 | | 13,020 / 14.9 | 11.4* | | 14.3* | | 14.9* | | 14.9* |
| | SHARE OF AUDIENCE % | | | | | 9 | | 16 | | 34 | 30 * | | 34 * | | 35 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 2.6 | 2.8 | 4.9 | 6.0 | 10.5 | 12.2 | 14.1 | 14.4 | 14.6 | 15.3 | 14.3 | 15.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 10.8 | 11.7 | 12.2 | 32.9 | 33.4 | 34.5 | 34.8 | 36.2 | 38.4 | 39.7 | 40.6 | 41.5 | 41.5 | 41.8 | 42.2 | 42.7 |
| WK. 2 | 10.4 | 10.7 | 11.2 | 32.1 | 32.1 | 32.9 | 33.9 | 35.6 | 37.9 | 39.4 | 41.5 | 43.0 | 43.0 | 43.6 | 44.1 | 44.6 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



DAY SUN. NOV.23, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.16, 1986

| | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 7,250<br>8.3<br>ABC WRLD NEWS TONIGHT-SUN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 6,380<br>7.3 | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 13 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 6.9 | 7.6 |
| | **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (-OP) | | | | 9,790<br>11.2 | CBS NFL FOOTBALL POST (MULTI-SEGMENT TELECAST)(OP) | | | | | | 6,820<br>7.8<br>CBS EVENING NEWS-SUNDAY | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 18.3* | | 20.5* | | 8,300<br>9.5 | | | | | | | 5,680<br>6.5 | | | |
| | SHARE OF AUDIENCE % | | 42 * | | 46 * | | 21 | | | | | | | 12 | | | |
| | AVG. AUD. BY ¼ HR. % | 18.2 | 18.5 | 20.2 | 20.9 | 22.5 | 10.3 | 7.5 | | | | | | 6.1 | 6.9 | | |
| | **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (-OP) | | | | 29,370<br>33.6 | | NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (OP) | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 9.9* | | 9.4* | | 13,630<br>15.6 | 14.1* | | 15.4* | | 15.9* | | | 16.1* | | 16.6* |
| | SHARE OF AUDIENCE % | | 23 * | | 21 * | | 30 | 31 * | | 34 * | | 34 * | | | 31 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | 9.8 | 10.0 | 9.5 | 9.3 | 7.9 | 12.5 | 13.7 | 14.4 | 15.4 | 15.5 | 15.7 | 16.3 | 16.1 | 16.1 | 16.7 | 16.5 |
| WEEK 2 | **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 7,430<br>8.5<br>ABC WRLD NEWS TONIGHT-SUN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 6,560<br>7.5 | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 13 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 7.3 | 7.8 |
| | **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (-OP) | | | | | 28,840<br>33.0 | CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (OP) | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 17.8* | | 18.1* | | 10.6* | 14,160<br>16.2 | 16.2* | | 16.6* | | 15.9* | | 15.5* | | 15.2* |
| | SHARE OF AUDIENCE % | | 49 * | | 39 * | | 22 * | 30 | 33 * | | 32 * | | 31 * | | 28 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | 16.7 | 18.4 | 18.2 | 17.8 | 9.8 | 9.5 | 15.3 | 16.7 | 16.8 | 16.3 | 16.0 | 15.7 | 16.2 | 15.0 | 15.0 | 15.3 |
| | **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (-OP) | | | | 7,520<br>8.6 | NFL FOOTBALL POST-NBC (MULTI-SEGMENT TELECAST)(OP) | | | | | | | | 9,000<br>10.3<br>NBC NIGHTLY NEWS-SUN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 16.0* | | 16.6* | | 6,380<br>7.3 | | | | | | | | | 7,600<br>8.7 | |
| | SHARE OF AUDIENCE % | | 36 * | | 35 * | | 15 | | | | | | | | | 15 | |
| | AVG. AUD. BY ¼ HR. % | 16.0 | 16.7 | 16.3 | 16.9 | 16.7 | 8.8 | 7.6 | 1.2 | | | | | | | 8.3 | 9.1 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 43.9 | 44.2 | 45.5 | 45.8 | 46.7 | 47.0 | 46.3 | 46.6 | 47.6 | 48.5 | 49.4 | 51.0 | 53.9 | 56.3 | 58.8 | 61.[illegible] |
| | WK. 2 | 45.1 | 45.8 | 47.0 | 48.9 | 50.0 | 50.6 | 50.8 | 51.7 | 53.2 | 53.3 | 53.9 | 55.2 | 57.8 | 58.3 | 59.1 | [illegible] |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



DAY SUN. NOV.23, 1986

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-MON | | 8.58- 8.59PM | 8.45 | 10,660 | 12.2 | 10,660 | 12.2 | 19 | 12.2 | | 10,310 | 11.8 | 10,310 | 11.8 | 18 | 11.8 | |
| ABC NFL MONDAY NIGHT FOOTBALL | 1 | 9.00-12.09AM | →GRID | 30,590 | 35.0 | 15,820 | 18.1 | 31 | | | 33,470 | 38.3 | 15,470 | 17.7 | 31 | | |
| | 2 | 9.00-12.49AM | →GRID | | | | | | 17.2 | | | | | | | 15.8 | |
| | | | 11.00 | | | | 16.9* | 31* | 16.5 | | | | | 15.7* | 29* | 15.6 | |
| | | | 11.15 | | | | | | 16.4 | | | | | | | 17.3 | |
| | | | 11.30 | | | | 15.8* | 34* | 15.1 | | | | | 16.7* | 36* | 16.0 | |
| | | | 11.45 | | | | 14.3* | 35* | 14.3 | | | | | | | 14.9 | |
| | | | 12.00 | | | | | | | | | | | 14.4* | 37* | 13.8 | |
| | | | 12.15 | | | | | | | | | | | | | 13.4 | |
| | | | 12.30 | | | | | | | | | | | 13.2* | 38* | 12.4 | |
| | | | 12.45 | | | | | | | | | | | | | | |
| CBS WE THE PEOPLE SUS.(SUS) | 1 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-TUE | | 9.58- 9.59PM | 9.45 | 15,640 | 17.9 | 15,640 | 17.9 | 27 | 17.9 | | 15,210 | 17.4 | 15,210 | 17.4 | 27 | 17.4 | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| ABC HEAD OF THE CLASS | 2 | 8.41- 9.11PM | →GRID | | | | | | | | 15,640 | 17.9 | 11,800 | 13.5 | 21 | | |
| | | | 9.00 | | | | | | | | | | | | | 15.2 | |
| ABC ABC BUSINESS BRIEF-WED | 1 | 8.58- 8.59PM | 8.45 | 11,890 | 13.6 | 11,890 | 13.6 | 20 | 13.6 | | 10,050 | 11.5 | 10,050 | 11.5 | 18 | 11.5 | |
| | 2 | 9.09- 9.10PM | 9.00 | | | | | | | | | | | | | | |
| ABC DYNASTY | 2 | 9.11-10.11PM | →GRID | | | | | | | | | | | | | | |
| | | | 10.00 | | | | | | | | 18,090 | 20.7 | 13,630 | 15.6 | 24 | | |
| ABC ABC NEWSBRIEF-WED | 1 | 9.58- 9.59PM | 9.45 | 11,540 | 13.2 | 11,540 | 13.2 | 20 | 13.2 | | | | | 17.0* | 27* | 17.0 | |
| | 2 | 10.09-10.10PM | 10.00 | | | | | | | | | | | | | | |
| ABC HOTEL | 2 | 10.11-11.11PM | →GRID | | | | | | | | 10,930 | 12.5 | 10,930 | 12.5 | 20 | 12.5 | |
| | | | 11.00 | | | | | | | | 17,040 | 19.5 | 12,850 | 14.7 | 26 | | |
| CBS MAGNUM, P.I. | 2 | 8.44- 9.44PM | →GRID | | | | | | | | | | | 16.0* | 31* | 16.0 | |
| | | | 9.30 | | | | | | | | 22,550 | 25.8 | 15,640 | 17.9 | 27 | | |
| CBS REAGAN ANALYSIS-CBS(SUS) | 2 | 8.36- 8.44PM | 8.30 | | | | | | | | | | | 19.7* | 30* | 19.7 | |
| CBS WE THE PEOPLE-SUS(SUS) | 2 | 8.43- 8.44PM | 8.30 | | | | | | | | | | | | | | |
| | 1 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| CBS EQUALIZER | 2 | 9.44-10.44PM | →GRID | | | | | | | | | | | | | | |
| | | | 10.30 | | | | | | | | 19,230 | 22.0 | 14,070 | 16.1 | 27 | | |
| CBS FRESNO PART 4(S) | 2 | 10.44-11.44PM | →GRID | | | | | | | | | | | 16.4* | 29* | 16.4 | |
| | | | 11.00 | | | | | | | | 16,960 | 19.4 | 11,010 | 12.6 | 24 | | |
| | | | 11.15 | | | | | | | | | | | | | 12.6 | |
| | | | 11.30 | | | | | | | | | | | 12.5* | 24* | 12.5 | |
| NBC ST. ELSEWHERE | 2 | 10.30-11.30PM | →GRID | | | | | | | | | | | 12.7* | 27* | 12.7 | |
| | | | 11.00 | | | | | | | | 15,640 | 17.9 | 11,270 | 12.9 | 24 | | |
| | | | 11.15 | | | | | | | | | | | | | 13.8 | |
| EVENING THURSDAY | | | | | | | | | | | | | | 13.4* | 27* | 13.0 | |
| ABC NFL FOOTBALL SPECIAL(S) | 2 | 8.00-11.18PM | →GRID | | | | | | | | | | | | | | |
| | | | 11.00 | | | | | | | | 27,010 | 30.9 | 10,580 | 12.1 | 19 | | |
| | | | 11.15 | | | | | | | | | | | | | 12.8 | |
| ABC ABC NEWSBRIEF-THU | 1 | 9.58- 9.59PM | 9.45 | 7,870 | 9.0 | 7,870 | 9.0 | 13 | 9.0 | | | | | 12.7* | 23* | 12.1 | |

 U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING THURSDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS SIMON & SIMON | 1 | 8.18- 9.18PM | →GRID | 17,040 | 19.5 | 11,450 | 13.1 | 19 | | | | | | | | | |
| | | | 9.15 | | | | 14.6* | 21* | 12.7 | | | | | | | | |
| CBS KNOTS LANDING | 1 | 9.18-10.18PM | →GRID | 16,780 | 19.2 | 12,410 | 14.2 | 21 | | | | | | | | | |
| | | | 10.15 | | | | 15.7* | 23* | 13.2 | | | | | | | | |
| CBS KAY O'BRIEN | 1 | 10.18-11.18PM | →GRID | 13,810 | 15.8 | 10,230 | 11.7 | 21 | | | | | | | | | |
| | | | 11.00 | | | | | | 12.1 | | | | | | | | |
| | | | 11.15 | | | | 11.8* | 24* | 10.5 | | | | | | | | |
| NBC PRESIDENTIAL ADDRESS(SUS) | 1 | 8.00- 8.12PM | 8.00 | | | | | | | | | | | | | | |
| NBC REAGAN NEWS ANALYSIS(SUS) | 1 | 8.12- 8.30PM | 8.00 | | | | | | | | | | | | | | |
| NBC HILL STREET BLUES | 1 | 10.30-11.30PM | →GRID | 18,700 | 21.4 | 13,720 | 15.7 | 30 | | | | | | | | | |
| | | | 11.00 | | | | | | 15.6 | | | | | | | | |
| | | | 11.15 | | | | 15.2* | 31* | 14.9 | | | | | | | | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC BUSINESS BRIEF-FRI | 1 | 8.40- 8.41PM | 8.30 | 10,930 | 12.5 | 10,930 | 12.5 | 20 | 12.5 | | 10,050 | 11.5 | 10,050 | 11.5 | 19 | 11.5 | |
| | 2 | 8.43- 8.44PM | 8.30 | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-FRI | 1 | 9.58- 9.59PM | 9.45 | 7,250 | 8.3 | 7,250 | 8.3 | 13 | 8.3 | | 7,170 | 8.2 | 7,170 | 8.2 | 13 | 8.2 | |
| | 2 | 9.59-10.00PM | 9.45 | | | | | | | | | | | | | | |
| CBS WE THE PEOPLE SUS(SUS) | | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SAT | 1 | 8.57- 8.59PM | 8.45 | 5,420 | 6.2 | 4,980 | 5.7 | 10 | 5.7 | | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 5,420 | 6.2 | 5,420 | 6.2 | 10 | 6.2 | |
| ABC ABC NEWSBRIEF-SAT. | 1 | 9.56- 9.57PM | 9.45 | 8,130 | 9.3 | 8,130 | 9.3 | 16 | 9.3 | | | | | | | | |
| | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 4,110 | 4.7 | 4,110 | 4.7 | 8 | 4.7 | |
| CBS SPORTSBREAK-SAT | 1 | 8.58- 8.59PM | 8.45 | 8,220 | 9.4 | 8,220 | 9.4 | 16 | 9.4 | | | | | | | | |
| | 2 | 8.52- 8.53PM | 8.45 | | | | | | | | 8,650 | 9.9 | 8,650 | 9.9 | 16 | 9.9 | |
| CBS NEWSBREAK-SAT. | 1 | 9.58- 9.59PM | 9.45 | 7,690 | 8.8 | 7,690 | 8.8 | 15 | 8.8 | | | | | | | | |
| | 2 | 9.49- 9.50PM | 9.45 | | | | | | | | 6,820 | 7.8 | 6,820 | 7.8 | 13 | 7.8 | |
| NBC NBC NEWS DIGEST-SAT | | 8.58- 8.59PM | 8.45 | 14,330 | 16.4 | 14,330 | 16.4 | 28 | 16.4 | | 14,330 | 16.4 | 14,330 | 16.4 | 27 | 16.4 | |
| NBC NBC NEWS DIGEST-2-SAT. | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 12,320 | 14.1 | 12,320 | 14.1 | 24 | 14.1 | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SUN | | 8.58- 8.59PM | 8.45 | 11,540 | 13.2 | 11,540 | 13.2 | 19 | 13.2 | | 11,540 | 13.2 | 11,540 | 13.2 | 18 | 13.2 | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 9.57- 9.58PM | 9.45 | 15,210 | 17.4 | 15,210 | 17.4 | 26 | 17.4 | | | | | | | | |
| | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 10,230 | 11.7 | 10,230 | 11.7 | 18 | 11.7 | |
| CBS CBS NFL FOOTBALL GAME 2 | 2 | 4.36- 7.31PM | →GRID | | | | | | | | 28,840 | 33.0 | 14,160 | 16.2 | 30 | | |
| | | | 7.30 | | | | | | | | | | | | | 15.3 | |
| CBS 60 MINUTES | 2 | 7.33- 8.33PM | →GRID | | | | | | | | 31,900 | 36.5 | 23,860 | 27.3 | 39 | | |
| | | | 8.30 | | | | | | | | | | | | | 25.8 | |
| CBS SPORTSBREAK-SUN | 1 | 8.26- 8.28PM | 8.15 | 19,490 | 22.3 | 19,230 | 22.0 | 32 | 22.0 | | | | | | | | |
| CBS MURDER, SHE WROTE | 2 | 8.33- 9.33PM | →GRID | | | | | | | | 32,080 | 36.7 | 24,730 | 28.3 | 39 | | |
| | | | 9.30 | | | | | | | | | | | | | 24.9 | |
| CBS SPORTSBREAK-SUN | 2 | 9.05- 9.06PM | 9.00 | | | | | | | | 22,460 | 25.7 | 22,460 | 25.7 | 35 | 25.7 | |

 U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | ■ | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS CBS SUNDAY MOVIE | 2 | 9.33-11.33PM | →GRID | | | | | | | | 27,710 | 31.7 | 17,130 | 19.6 | 32 | | |
| | | | 11.30 | | | | | | | | | | | | | 16.1 | |
| CBS NEWSBREAK-SUN. | 1 | 9.56- 9.58PM | 9.45 | 12,590 | 14.4 | 11,800 | 13.5 | 20 | 13.5 | | 12,060 | 13.8 | 12,060 | 13.8 | 22 | 13.8 | |
| | 2 | 10.23-10.24PM | 10.15 | | | | | | | | | | | | | | |
| NBC NFL FOOTBALL GAME 2-NBC | 1 | 4.26- 7.39PM | →GRID | 29,370 | 33.6 | 13,630 | 15.6 | 30 | | | | | | | | | |
| | | | 7.30 | | | | 15.6* | 25* | 15.3 | | | | | | | | |
| | | | 7.45 | | | | | | 2.9 | | | | | | | | |
| NBC OUR HOUSE | 1 | 7.33- 8.33PM | →GRID | 16,080 | 18.4 | 11,450 | 13.1 | 19 | | | | | | | | | |
| | | | 8.30 | | | | | | 13.4 | | | | | | | | |
| NBC EASY STREET | 1 | 8.33- 9.03PM | →GRID | 15,120 | 17.3 | 12,500 | 14.3 | 21 | | | | | | | | | |
| | | | 9.00 | | | | | | 16.1 | | | | | | | | |
| NBC NBC NEWS DIGEST-SUN | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 9,610 | 11.0 | 9,610 | 11.0 | 15 | 11.0 | |
| NBC VALERIE | 1 | 9.03- 9.33PM | →GRID | 15,030 | 17.2 | 13,200 | 15.1 | 22 | | | | | | | | | |
| | | | 9.30 | | | | | | 15.2 | | | | | | | | |
| NBC NBC NEWS DIGEST-SUN | 1 | 9.31- 9.32PM | 9.30 | 10,140 | 11.6 | 10,140 | 11.6 | 17 | 11.6 | | | | | | | | |
| NBC NBC NEWS DIGEST-2-SUN. | 1 | 10.48-10.49PM | 10.45 | 10,750 | 12.3 | 10,750 | 12.3 | 20 | 12.3 | | | | | | | | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE | | > | 11.30 | 6,560 | 7.5 | 4,980 | 5.7 | 17 | 6.6 | TU-F | 6,560 | 7.5 | 5,330 | 6.1 | 17 | 6.8 | TUWF |
| | | | 11.45 | | | | 5.9* | 17* | 5.1 | TU-F | | | | | | 5.8 | TUWF |
| | | | 12.00 | | | | | | 4.4 | TU-F | | | | | | 4.4 | TU & F |
| ABC ABC NEWS:NIGHTLINE-WED | 2 | 12.00-12.12AM | 12.00 | | | | | | | | 4,810 | 5.5 | 4,540 | 5.2 | 18 | 5.2 | WED. |
| ABC DICK CAVETT-WED | 1 | 12.05- 1.04AM | 12.00 | 1,310 | 1.5 | 960 | 1.1 | 6 | 1.3 | WED. | | | | | | | |
| | 2 | 12.12- 1.11AM | 12.00 | | | | | | | | 1,660 | 1.9 | 1,220 | 1.4 | 8 | 1.8 | WED. |
| | | | 12.15 | | | | 1.2* | 6* | 1.2 | WED. | | | | 1.6* | 8* | 1.6 | WED. |
| | | | 12.30 | | | | | | 1.0 | WED. | | | | | | 1.4 | WED. |
| | | | 12.45 | | | | .9* | 5* | .9 | WED. | | | | 1.3* | 7* | 1.3 | WED. |
| | | | 1.00 | | | | | | 1.0 | WED. | | | | 1.1* | 7* | 1.1 | WED. |
| ABC JIMMY BRESLIN'S PEOPLE-FR | | 12.01- 1.00AM | 12.00 | 1,490 | 1.7 | 790 | .9 | 4 | 1.2 | FRI. | 1,310 | 1.5 | 870 | 1.0 | 4 | 1.1 | FRI. |
| | | | 12.15 | | | | 1.1* | 5* | 1.0 | FRI. | | | | 1.0* | 4* | 1.0 | FRI. |
| | | | 12.30 | | | | | | .8 | FRI. | | | | | | 1.0 | FRI. |
| | | | 12.45 | | | | .8* | 4* | .7 | FRI. | | | | .9* | 4* | .8 | FRI. |
| ABC JIMMY BRESLIN'S PEOPLE-TH | 1 | 12.01- 1.00AM | 12.00 | 1,490 | 1.7 | 790 | .9 | 5 | 1.2 | THU. | | | | | | | |
| | | | 12.15 | | | | 1.1* | 5* | 1.0 | THU. | | | | | | | |
| | | | 12.30 | | | | | | .8 | THU. | | | | | | | |
| | | | 12.45 | | | | .8* | 5* | .8 | THU. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-THU | 2 | 12.[illegible] | 12.30 | | | | | | | | 4,020 | 4.6 | 3,230 | 3.7 | 17 | 3.9 | THU. |
| | | | 12.45 | | | | | | | | | | | | | 3.7 | THU. |
| | | | 1.00 | | | | | | | | | | | | | 3.5 | THU. |
| ABC DICK CAVETT-TUE | | 12.[illegible] 1.00AM | 12.30 | 1,750 | 2.0 | 1,400 | 1.6 | 9 | 1.8 | TUE. | 2,530 | 2.9 | 1,750 | 2.0 | 12 | 2.1 | TUE. |
| | | | 12.45 | | | | 1.7* | 9* | 1.6 | TUE. | | | | 2.1* | 11* | 2.2 | TUE. |
| | | | 1.00 | | | | | | 1.5 | TUE. | | | | | | 2.0 | TUE. |
| | | | 1.15 | | | | 1.4* | 9* | 1.4 | TUE. | | | | 1.9* | 13* | 1.9 | TUE. |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

| DAY NETWORK/PROGRAM | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-MON | 1 12.51- 1.22AM | 12.45 | 4,020 | 4.6 | 3,150 | 3.6 | 18 | 4.4 | MON. | | | | | | 1.6 | THU. |
| | | 1.00 | | | | | | 3.5 | MON. | | | | | | 1.6 | THU. |
| | | 1.15 | | | | | | 3.0 | MON. | | | | | | 1.4 | THU. |
| ABC JIMMY BRESLIN'S PEOPLE-TH | 2 1.06- 2.05AM | 1.00 | | | | | | | | 1,490 | 1.7 | 1,220 | 1.4 | 10 | 1.2 | THU. |
| | | 1.15 | | | | | | | | | | | 1.6* | 10* | 1.2 | THU. |
| | | 1.30 | | | | | | | | | | | | | 1.2 | THU. |
| | | 1.45 | | | | | | | | | | | 1.3* | 10* | 4.3 | MON. |
| | | 2.00 | | | | | | | | 4,020 | 4.6 | 3,230 | 3.7 | 22 | 4.0 | MON. |
| ABC ABC NEWS:NIGHTLINE-MON | 2 1.29- 2.00AM | 1.15 | | | | | | | | | | | | | 3.4 | MON. |
| | | 1.30 | | | | | | | | | | | | | 13.0 | MTUTH |
| | | 1.45 | | | | | | | | 11,360 | 13.0 | 11,360 | 13.0 | 19 | 12.8 | M-F |
| CBS WE THE PEOPLE | > | 8.45 | 9,960 | 11.4 | 9,960 | 11.4 | 16 | 10.0 | TU&TH | | | | | | 12.7 | M-F |
| | | 9.15 | | | | | | 12.7 | THU. | 11,100 | 12.7 | 11,100 | 12.7 | 19 | 4.7 | M-F |
| CBS NEWSBREAK-M-F | 2 > | 9.30 | | | | | | | | | | | | | 4.5 | MTUTHF |
| | 1 > | 9.45 | 10,310 | 11.8 | 10,310 | 11.8 | 18 | 12.2 | M-F | | | | | | 4.4 | M-F |
| | | 10.15 | | | | | | 10.3 | THU. | 5,420 | 6.2 | 3,760 | 4.3 | 16 | 4.2 | M-F |
| CBS CBS LATE NIGHT I | > | 11.30 | 5,590 | 6.4 | 3,850 | 4.4 | 16 | 4.7 | M-F | | | | 4.6* | 14* | | |
| | | 11.45 | | | | 4.6* | 14* | 4.5 | M-F | | | | | | | |
| | | 12.00 | | | | | | 4.5 | M-F | | | | | | | |
| | | 12.15 | | | | 4.4* | 18* | 4.3 | M-F | | | | 4.3* | 17* | | |
| | | 12.30 | | | | | | 4.0 | M-F | | | | | | 4.1 | M-F |
| | | 12.45 | | | | 3.9* | 20* | 3.7 | M-F | | | | 4.0* | 19* | 3.7 | M-F |
| | | 1.00 | | | | | | | | | | | | | 3.5 | WED. |
| | | 1.15 | | | | | | | | | | | 3.4* | 21* | 3.2 | WED. |
| CBS CBS LATE NIGHT II | > | 12.30 | 3,230 | 3.7 | 2,450 | 2.8 | 17 | 3.3 | M-F | 3,500 | 4.0 | 2,710 | 3.1 | 18 | 3.6 | M-F |
| | | 12.45 | | | | 3.2* | 17* | 3.0 | M-F | | | | 3.4* | 17* | 3.2 | MTUTHF |
| | | 1.00 | | | | | | 2.8 | M-F | | | | | | 2.9 | M-F |
| | | 1.15 | | | | 2.7* | 18* | 2.6 | M-F | | | | 2.8* | 18* | 2.8 | M-F |
| | | 1.30 | | | | 2.0* | 18* | 2.0 | THU. | | | | | | 2.9 | WED. |
| | | 1.45 | | | | | | | | | | | 2.9* | 24* | 2.9 | WED. |
| | | 2.00 | | | | | | | | | | | 2.9* | 29* | 2.9 | WED. |
| | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS CBS NEWS NIGHTWATCH-1 | · | 2.00 | 960 | 1.1 | 790 | .9 | 9 | 1.1 | M-THSU | 1,140 | 1.3 | 1,050 | 1.2 | 12 | 1.2 | MTUTHS |
| | | 2.15 | | | | | | .9 | M-THSU | | | | | | 1.1 | MTUTHS |
| CBS CBS NEWS NIGHTWATCH-2 | 2.30 3.00AM | →GRID | 1,220 | 1.4 | 1,050 | 1.2 | 15 | | M-THSU | 1,050 | 1.2 | 960 | 1.1 | 14 | | M-THSU |
| | | 2.30 | | | | | | 1.2 | M-THSU | | | | | | 1.1 | M-THSU |
| | | 2.45 | | | | | | 1.1 | M-THSU | | | | | | 1.0 | M-THSU |
| CBS CBS NEWS NIGHTWATCH-3 | 3.00 6.00AM | 3.00 | 1,660 | 1.9 | 870 | 1.0 | 19 | 1.1 | M-THSU | 1,840 | 2.1 | 790 | .9 | 17 | 1.3 | M-THSU |
| | | 3.15 | | | | 1.1* | 17* | 1.1 | M-THSU | | | | 1.2* | 18* | 1.1 | M-THSU |
| | | 3.30 | | | | | | 1.0 | M-THSU | | | | | | 1.0 | M-THSU |
| | | 3.45 | | | | 1.0* | 18* | 1.0 | M-THSU | | | | 1.0* | 18* | 1.0 | M-THSU |
| | | 4.00 | | | | | | .9 | M-THSU | | | | | | .9 | M-THSU |
| | | 4.15 | | | | .9* | 18* | .9 | M-THSU | | | | .9* | 18* | .9 | M-THSU |
| | | 4.30 | | | | | | .9 | M-THSU | | | | | | .9 | M-THSU |
| | | 4.45 | | | | .9* | 19* | .9 | M-THSU | | | | .9* | 20* | .9 | M-THSU |
| | | 5.00 | | | | | | .9 | M-THSU | | | | | | .8 | M-THSU |
| | | 5.15 | | | | 1.0* | 21* | 1.0 | M-THSU | | | | .8* | 18* | .8 | M-THSU |
| | | 5.30 | | | | | | 1.0 | M-THSU | | | | | | .8 | M-THSU |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS CBS NEWS NIGHTWATCH-3-CONT'D | | | 5.45 | | | | .9* | 16* | .9 | M-THSU | | | | .8* | 16* | .8 | M-THSU |
| NBC NBC NEWS DIGEST-M-F | 2 | > | 8.15 | | | | | | | | 11,710 | 13.4 | 10,840 | 12.4 | 19 | 16.7 | M-F |
| | 1 | > | 8.45 | 11,890 | 13.6 | 11,890 | 13.6 | 20 | 10.2 | M-F | | | | | | 13.2 | TUTHF |
| | | | 9.15 | | | | | | 18.6 | W&TH | | | | | | | |
| | | | 9.45 | | | | | | | | | | | | | 9.8 | WED. |
| NBC NBC NEWS DIGEST-2-M-F | 1 | > | 9.45 | 11,100 | 12.7 | 11,100 | 12.7 | 20 | 12.7 | MWF | 10,050 | 11.5 | 10,050 | 11.5 | 18 | 11.5 | TU&TH |
| | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| NBC TONIGHT SHOW | | > | 11.30 | 9,700 | 11.1 | 5,940 | 6.8 | 23 | 7.5 | M-F | 9,700 | 11.1 | 5,940 | 6.8 | 22 | 8.1 | M-F |
| | | | 11.45 | | | | 7.3* | 21* | 7.2 | MTUWF | | | | 7.8* | 21* | 7.4 | MTUTHF |
| | | | 12.00 | | | | | | 7.0 | M-F | | | | | | 7.1 | M-F |
| | | | 12.15 | | | | 6.7* | 24* | 6.3 | M-F | | | | 6.4* | 23* | 5.7 | M-F |
| | | | 12.30 | | | | | | 6.2 | THU. | | | | | | 5.5 | WED. |
| | | | 12.45 | | | | 5.6* | 26* | 5.1 | THU. | | | | 4.9* | 22* | 4.3 | WED. |
| NBC DAVID LETTERMAN I | | > | 12.30 | 4,280 | 4.9 | 3,500 | 4.0 | 21 | 4.5 | M-TH | 3,760 | 4.3 | 3,150 | 3.6 | 18 | 4.0 | M-TH |
| | | | 12.45 | | | | | | 4.0 | M-W | | | | | | 3.5 | MTUTH |
| | | | 1.00 | | | | | | 3.7 | THU. | | | | | | 3.4 | WED. |
| | | | 1.15 | | | | | | 3.2 | THU. | | | | | | 2.9 | WED. |
| NBC FRIDAY NIGHT VIDEOS | | 12.30- 2.00AM | 12.30 | 5,160 | 5.9 | 2,710 | 3.1 | 17 | 4.0 | FRI. | 6,730 | 7.7 | 3,230 | 3.7 | 19 | 5.1 | FRI. |
| | | | 12.45 | | | | 3.8* | 17* | 3.5 | FRI. | | | | 4.6* | 19* | 4.0 | FRI. |
| | | | 1.00 | | | | | | 3.1 | FRI. | | | | | | 3.5 | FRI. |
| | | | 1.15 | | | | 3.0* | 17* | 2.9 | FRI. | | | | 3.5* | 18* | 3.4 | FRI. |
| | | | 1.30 | | | | | | 2.7 | FRI. | | | | | | 3.2 | FRI. |
| | | | 1.45 | | | | 2.5* | 17* | 2.3 | FRI. | | | | 3.0* | 19* | 2.8 | FRI. |
| NBC DAVID LETTERMAN II | | > | 1.00 | 3,320 | 3.8 | 2,800 | 3.2 | 21 | 3.6 | M-TH | 2,970 | 3.4 | 2,530 | 2.9 | 19 | 3.3 | M-TH |
| | | | 1.15 | | | | | | 3.1 | M-W | | | | | | 2.8 | MTUTH |
| | | | 1.30 | | | | | | 3.0 | THU. | | | | | | 2.5 | WED. |
| | | | 1.45 | | | | | | 2.6 | THU. | | | | | | 2.0 | WED. |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC WORLD NEWS-MORN-615A | | 6.15- 6.30AM | 6.15 | 1,400 | 1.6 | 1,310 | 1.5 | 14 | 1.5 | M-F | 1,660 | 1.9 | 1,570 | 1.8 | 17 | 1.8 | M-F |
| ABC ABC WORLD NEWS-MORN-645A | | 6.45- 7.00AM | 6.45 | 2,360 | 2.7 | 2,190 | 2.5 | 16 | 2.5 | M-F | 2,800 | 3.2 | 2,620 | 3.0 | 21 | 3.0 | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 2.58 2.59PM | 2.45 | 6,560 | 7.5 | 6,560 | 7.5 | 25 | 7.5 | M-F | 6,470 | 7.4 | 6,470 | 7.4 | 26 | 7.4 | M-F |
| ABC ABC AFTERSCHOOL SPECIAL(S) | 2 | 4.00 5.00PM | 4.00 | | | | | | | | 8,220 | 9.4 | 5,680 | 6.5 | 18 | 6.7 | WED. |
| | | | 4.15 | | | | | | | | | | | 6.6* | 20* | 6.4 | WED. |
| | | | 4.30 | | | | | | | | | | | | | 6.4 | WED. |
| | | | 4.45 | | | | | | | | | | | 6.5* | 18* | 6.5 | WED. |
| CBS CBS EARLY MORNING NEWS | | 6.00- 6.30AM | 6.00 | 1,490 | 1.7 | 1,310 | 1.5 | 16 | 1.3 | M-F | 1,220 | 1.4 | 1,050 | 1.2 | 13 | 1.1 | M-F |
| | | | 6.15 | | | | | | 1.6 | M-F | | | | | | 1.3 | M-F |
| CBS NEWSBREAK-11.57 | | 11.57 11.59AM | 11.45 | 7,170 | 8.2 | 6,900 | 7.9 | 31 | 7.9 | M-F | 5,860 | 6.7 | 5,680 | 6.5 | 27 | 6.5 | M-F |
| CBS NEWSBREAK-3.44 | | | 3.30 | 5,770 | 6.6 | 5,770 | 6.6 | 21 | 6.6 | M-F | 5,590 | 6.4 | 5,590 | 6.4 | 21 | 6.4 | M-F |
| | | | 3.45 | | | | | | | | | | | | | 6.3 | M-F |
| CBS AMERICAN TREASURY | | 3.58 3.59PM | 3.45 | 4,890 | 5.6 | 4,890 | 5.6 | 18 | 5.6 | MWF | 5,160 | 5.9 | 5,160 | 5.9 | 18 | 5.9 | MWF |
| CBS AMERICAN TREASURY SUS(SUS) | | 3.58 3.59PM | 3.45 | | | | | | | THU. | | | | | | | THU. |
| CBS AMERICAN TREASURY-SUS(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | TUE. | | | | | | | TUE. |
| NBC NBC NEWS AT SUNRISE CONT'D | | 6.30- 7.00AM | 6.30 | 2,880 | 3.3 | 2,010 | 2.3 | 17 | 1.8 | M-F | 2,620 | 3.0 | 1,840 | 2.1 | 16 | 1.7 | M-F |

 U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS AT SUNRISE-CONT'D | | | 6.45 | | | | | | 2.8 | M-F | | | | | | 2.6 | M-F |
| NBC NBC NEWS DIGEST-DAYTIME | | 2.57- 2.58PM | 2.45 | 3,930 | 4.5 | 3,930 | 4.5 | 16 | 4.5 | MWF | 3,760 | 4.3 | 3,760 | 4.3 | 15 | 4.3 | MWF |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC CFA COLLEGE FOOTBALL-PRE | 1 | 3.00- 3.22PM | →GRID | 3,850 | 4.4 | 2,880 | 3.3 | 9 | | | 2,190 | 2.5 | 1,920 | 2.2 | 6 | | |
| | 2 | 3.00- 3.21PM | →GRID | | | | | | 3.2 | | | | | | | 2.0 | |
| | | | 3.15 | | | | | | | | | | | | | | |
| ABC CFA COLLEGE FOOTBALL GAME | 1 | 3.22- 6.49PM | →GRID | 19,670 | 22.5 | 8,220 | 9.4 | 22 | | | | | | | | | |
| | | | 6.45 | | | | 10.3* | 20* | 8.0 | | | | | | | | |
| CBS IN THE NEWS- 8.26AM-SUS(SUS) | | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.56AM-SUS(SUS) | | 8.56- 8.59AM | 8.45 | | | | | | | | | | | | | | |
| CBS IN THE NEWS-11.56AM(B) | 1 | 11.56-11.59AM | 11.45 | 2,360 | 2.7 | 1,920 | 2.2 | 7 | 2.2 | | 3,500 | 4.0 | 3,320 | 3.8 | 12 | 3.8 | |
| CBS IN THE NEWS-11.56AM-(B) | 2 | 11.56-11.59AM | 11.45 | | | | | | | | | | | | | | |
| CBS CBS COLLEGE FOOTBALL PRE | 1 | 12.00-12.19PM | →GRID | 2,880 | 3.3 | 2,800 | 3.2 | 11 | | | 5,590 | 6.4 | 5,160 | 5.9 | 19 | | |
| | 2 | 12.00-12.17PM | →GRID | | | | | | 3.2 | | | | | | | 5.8 | |
| | | | 12.15 | | | | | | | | | | | | | | |
| CBS CBS COLLEGE FOOTBALL GAME | 1 | 12.19- 3.39PM | →GRID | 13,020 | 14.9 | 3,930 | 4.5 | 14 | | | 21,850 | 25.0 | 8,220 | 9.4 | 28 | | |
| | 2 | 12.17- 4.19PM | →GRID | | | | 5.6* | 15* | 5.6 | | | | | | | | |
| | | | 3.30 | | | | | | | | | | | | | | |
| | | | 4.15 | | | | | | | | | | | | | | |
| CBS CBS COLLEGE FOOTBALL POST | 1 | 6.51- 7.00PM | 6.45 | 5,240 | 6.0 | 3,230 | 3.7 | 7 | 3.7 | | | | | 11.9* | 33* | 9.9 | |
| NBC ONE TO GROW ON-8:28AM | | 8.28- 8.30AM | 8.15 | 3,930 | 4.5 | 3,670 | 4.2 | 24 | 4.2 | | 4,720 | 5.4 | 4,540 | 5.2 | 29 | 5.2 | |
| NBC ONE TO GROW ON-8:58AM | | 8.58- 9.00AM | 8.45 | 4,810 | 5.5 | 4,460 | 5.1 | 23 | 5.1 | | 4,460 | 5.1 | 4,200 | 4.8 | 22 | 4.8 | |
| NBC ONE TO GROW ON-10:28AM | | 10.28-10.30AM | 10.15 | 6,560 | 7.5 | 6,210 | 7.1 | 25 | 7.1 | | 5,860 | 6.7 | 5,510 | 6.3 | 22 | 6.3 | |
| NBC ONE TO GROW ON-11:28AM | | 11.28-11.30AM | 11.15 | 5,860 | 6.7 | 5,680 | 6.5 | 22 | 6.5 | | 4,540 | 5.2 | 4,370 | 5.0 | 17 | 5.0 | |
| NBC ONE TO GROW ON-11:58AM | | 11.58-12.00NN | 11.45 | 5,860 | 6.7 | 5,680 | 6.5 | 22 | 6.5 | | 4,980 | 5.7 | 4,630 | 5.3 | 17 | 5.3 | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| CBS CBS NFL FOOTBALL GAME 1 | 1 | 1.00- 4.19PM | →GRID | 31,110 | 35.6 | 15,910 | 18.2 | 43 | | | | | | | | | |
| | 2 | 1.00- 4.17PM | →GRID | | | | | | | | 30,150 | 34.5 | 14,510 | 16.6 | 38 | | |
| | | | 4.15 | | | | 22.4* | 49* | 13.3 | | | | | | | | |
| | | | 4.30 | | | | | | | | | | | 11.1* | 23* | 11.1 | |
| NBC NFL FOOTBALL GAME 1-NBC | 1 | 1.00- 4.15PM | →GRID | 17,130 | 19.6 | 7,780 | 8.9 | 21 | | | | | | | | | |
| | 2 | 1.00- 4.25PM | →GRID | | | | | | | | 26,050 | 29.8 | 13,020 | 14.9 | 34 | | |
| | | | 4.15 | | | | 7.7* | 17* | 2.3 | | | | | 16.4* | 34* | 15.3 | |

 U.S. TV HOUSEHOLDS: 87,400,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

# Client Notice

December 5, 1986

## PRESIDENT REAGAN'S ADDRESS ON ARMS SHIPMENTS TO IRAN

On Thursday, November 13, 1986, President Reagan addressed our nation concerning U.S. arms shipments to Iran.

The President's remarks were carried by the three national TV networks from 8:00-8:12PM NY Time. NTI estimates of the audience reached by the three networks combined are:

| | Percent | Millions |
|---|---|---|
| Total Audience Households | 44.5 | 38.9 |
| Average Audience Households | 44.0 | 38.5 |
| Total Persons* | 28.4 | 64.4 |
| Total Women | 33.3 | 30.2 |
| 18-49 | 25.0 | 14.4 |
| Total Men | 28.8 | 23.6 |
| 18-49 | 23.0 | 12.9 |
| Total Teens | 21.3 | 4.3 |
| Total Children* | 18.6 | 6.3 |

*Excluding children under 2 years of age.

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# Client Notice

December 5, 1986

## THE PRESIDENT'S NOVEMBER 19 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Wednesday, November 19, 1986, at 8:00-8:36PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

| | Percent | Millions |
|---|---|---|
| Total Audience Households | 43.6 | 38.1 |
| Average Audience Households | 38.5 | 33.6 |
| Total Persons* | 22.8 | 51.7 |
| Total Women | 27.6 | 25.0 |
| 18-49 | 15.6 | 9.0 |
| Total Men | 25.5 | 20.9 |
| 18-49 | 19.8 | 11.0 |
| Total Teens | 12.2 | 2.5 |
| Total Children* | 9.7 | 3.3 |

*Excluding children under 2 years of age.

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NETWORK INFORMATION SERVICES

# Client Notice

January 23, 1987

NIELSEN NATIONAL TV RATINGS REPORT
2ND NOVEMBER 1986 REPORT
November 10-23, 1986
LINEUP CHANGES

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | TOTAL AUDIENCE HOUSEHOLDS % | AVERAGE AUDIENCE HOUSEHOLDS (000) | AVERAGE AUDIENCE HOUSEHOLDS % | AVERAGE AUDIENCE SHARE % | AVG. AUD.BY ½ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|
| PAGE A-42 | | | | | | | | | | |
| EVENING SUNDAY | | | | | | | | | | |
| NBC NBC NEWS DIGEST-2-SUN. | 1 | 10.48-10.49PM | 10.45 | 10,140 | 11.6 | 10,140 | 11.6 | 19 | 11.6 | |

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

| PROGRAM NAME WK 1 DAY START TIME DUR NET | NO. OF T/C THIS SEASON PROG. TYPE† | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | HOUSEHOLD AUDIENCES KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|
| PAGE 24 | | | | | | | | | |
| EVENING | | | | | | | | | |
| NBC NEWS DIGEST-2-SUN. 1 SUN. 10.48P 1 NBC | 4 N | 165 | | 84 | | A | 11.6 | 19 | 1014 |

NTI /NAC

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